

# **PROSPECTUS**

for the  
**2010 PLUMAS SIERRA COUNTY FAIR**

**Including descriptions of:**

Promotional Investment  
Opportunities

Taking advantage of the most popular event  
in Plumas and Sierra Counties

How to align your business with every  
demographic group our area has to offer

Ways to support a  
major economic force in  
Our community

Riding the wave of a very successful 2009

**Don't be left on the sidelines, take a moment to read this  
prospectus and take action**

**TODAY!**

## **BACKGROUND**

The Plumas Sierra County Fair has just celebrated its 150th Anniversary. It is held the second week of August on the West Coast's Cleanest and Greenest Fairgrounds. It represents the best Plumas and Sierra Counties have to offer, and by doing so, brings the entire population of both counties together in Quincy. The 2010 Fair will be held August 11th through the 15th.

## THE PRODUCT

The Fair is coming off one of its most successful years ever. Local interest is at an all time high. Revenues were up in every category; from food concessions to admissions. This will be the first fair in many years to be five days. Last year had three extremely well attended grandstand attractions. This year will feature five days of grandstand entertainment. Every vendor space was rented last year, this year is selling out as well. Attendance is expected to exceed last year's. That means over 15,000 people will walk under the big logs of the front gate.

## THE FACILITY

The Plumas Sierra County Fairgrounds are 62 acres of mountain beauty. This extensive facility is able to host a wide variety of events, drawing 10's of thousands of people to its beautiful grounds. People come from all over to attend livestock shows, music festivals, commercial shows, car races, concerts and meetings. There is a high level of community ownership and the Fair does all it can to foster that feeling.

## OPPORTUNITY

The Fairgrounds wants to leverage its exposure to benefit you. With people throughout the area attending events and staying in contact with the Fairgrounds, you have an opportunity to place your name in front of those people. An investment in the Plumas Sierra County Fair is more than just a smart way to advertise. It's a way to show your support and connection to one of the areas most beloved locations. The payback runs deep, deeper than whatever you may experience in financial return. Please consider the following options...

### GOLD INVESTOR

Perfect for a business that wants to thank their customers or reward their employees with passes to the Fair and it's grandstand events. Includes:

- 10 VIP Passes with preferred parking (access to the Fair and all grandstand events)
- 10 \$15 pre-pack Carnival Ticket booklets
- Large banner displayed on the fairgrounds year round
- Display advertisement in the daily program
- Display advertisement in the Fair newspaper supplement
- Mentions throughout the day on the Fair Wide PA system
- Display ad in the exhibit guide (with early sign-up)
- Year round ad on [www.plumas-sierracountyfair.net](http://www.plumas-sierracountyfair.net)

Investment: \$1000 and up

**Investment can be split up and billed to your credit card**

### SILVER INVESTOR

An excellent way to get your business noticed, support the event, and still have some nice perks for employees, customers and family. Includes:

- 4 VIP Passes with preferred parking (access to the Fair and all grandstand events)
- 5 \$15 pre-pack Carnival Ticket booklets
- Banner displayed on the fairgrounds year round
- Display advertisement in the daily program
- Listing in the Fair newspaper supplement
- Mentions throughout the day on the Fair Wide PA system
- Display ad in the exhibit guide (with early sign-up)
- Year round ad on [www.plumas-sierracountyfair.net](http://www.plumas-sierracountyfair.net)

Investment: \$500

**Investment can be split up and billed to your credit card**

## **BRONZE INVESTOR**

A great opportunity for a family or small business to help the Fair continue to feature the best our community has to offer. Includes:

4 Week-long General Admission Passes  
3 \$15 pre-pack Carnival Ticket booklets  
Display advertisement in the daily program  
Listing in the Fair newspaper supplement  
Mentions throughout the day on the Fair Wide PA system  
Display ad in the exhibit guide (with early sign-up)  
Year round ad on [www.plumas-sierracountyfair.net](http://www.plumas-sierracountyfair.net)  
Investment: \$250

**Investment can be split up and billed to your credit card**

## **Plumas Sierra County Fair Fan Club**

The Plumas Sierra County Fair Club is a group of people interested in the health and well-being of the Fair and its grounds. They are invited to attend an annual meeting/dinner and will receive two one day passes to the annual Fair. Members will also be informed of special exclusive offers throughout the year. It is the hope that besides their annual dues, members will find time to volunteer either during the Fair or on the fairgrounds some other time during the year.

ANNUAL DUES - \$30.00

### **What Does Your Investment Mean To The Fair?**

Your financial support is used for projects like...

Painting every building on the fairgrounds

Planting flowers all over the grounds as well as in planters that are distributed around both counties

Rebuilding the Family Gardens

Providing shade cover in several areas

Promoting more entries in Home Arts, Floriculture and the Art Barn

Hiring more local entertainment and offering activities for our youth

Making sure the Plumas Sierra Fairgrounds are the envy of every other fair on the West Coast!

**To speak with someone about your investment in this worthwhile opportunity, please call John Steffanic at 530-283-6272.**