May 19, 2015

Board of Supervisors
Civic Center
San Rafael, CA 94903

RE: 2015 MARIN COUNTY FAIR SPONSORSHIPS

RECOMMENDATION: It is recommended that your Board approve the 2015 Marin County Fair Sponsorship Resolution.

SUMMARY:
Marin County holds a successful and universally praised, family-friendly, fun, and informative fair each year. This highly successful County event presents opportunities for sponsorship. Ticket sales only cover a portion of the Fair's annual expenses. Sponsorship would provide additional revenue to help subsidize the Fair. The Director of Cultural Services requests authorization to accept sponsorship of the County Fair by reputable companies and individuals, but, in keeping with its family-friendly purpose, not from sponsors of alcohol, tobacco and firearms. The Director shall report to the Board of Supervisors each year the identity and level of such sponsorship.

FISCAL IMPACT: The Marin County Fair is a cost-covered enterprise. There is no General fund support required.

Respectfully submitted,

Gabriella C. Calicchio
Director

Enclosure

cc: County Administrator
Janelle Hampton, CAO Analyst
Department of Finance

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