



**September 18 - September 19, 2010**

**The 11<sup>th</sup> Annual  
Sacramento Combined  
Koi Show and Vendor Faire**

**“SPONSORSHIP OPPORTUNITIES”**

**Placer County Fairgrounds  
Johnson Hall  
800 All America City Blvd.  
Roseville, CA. 95678**

**Presented by the Camellia Koi Club**

For info contact show co-chair Jim Phillips at [truckinhairbear@comcast.net](mailto:truckinhairbear@comcast.net)  
Or download from the Camellia Koi Club web site <http://www.camelliakoi.org>

## Dear Potential Sponsor/Donor or Vendor,

We would like to take this opportunity to invite you and your company to join us or make a donation to the **11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire** sponsored by the Camellia Koi Club on September 18<sup>th</sup> - September 19<sup>th</sup>. The Camellia Koi Club has a proven track record in producing major Koi events including twice hosting the Annual Associated Koi Clubs of America Seminar and major Koi Shows at the America's Family Pet Expo, San Francisco Flower and Garden Show, our own Sacramento Koi Show, various One Day Seminars, and Pond Tours.



The site for this year's show is Johnson Hall at the Placer County Fairgrounds, 800 All America City Blvd, Roseville, CA. 95678. Last year's event drew just under one thousand people, many of whom who are new to the Koi Hobby. Admission is **FREE** with ample **FREE PARKING**.

We have several advertising campaigns for the Show including selected TV, Radio and Print venues throughout the Sacramento Region. A few of the Regional Newspapers will be doing feature articles on the Show and the Camellia Koi Club will advertise the show in online forums as well. We will have billboard ad on major thoroughfares leading to the show site as well as sign spinners pointing to the event site. In addition there will be advertising in our club and other koi club regional newsletters as well as our web-site ([www.camelliakoi.org](http://www.camelliakoi.org)) which will continue right up to the event. In the past we have had people from throughout California, Northern Nevada, Utah, Washington, Southern and Central Oregon in attendance. You too can help promote this Koi Show by mentioning the **11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire** in your advertising or to your customers.

### **SPONSORSHIP OPPORTUNITIES:**

This year we are offering you the opportunity to gain more exposure at our show with various levels of Sponsorships. These include a Gold Level, and Silver Level Sponsorships. Each level offers various investment opportunities with varying benefits. Please see separate Sponsorship sheets for more information or contact the show co-chair **Jim Phillips** at [truckinhairbear@comcast.net](mailto:truckinhairbear@comcast.net) .

### **Top reasons to become a SPONSOR:**

- Ø You can reach a large number of potential customers in just a couple of days!
- Ø Be a part of an event that will expose your products to many **new** and repeat customers.
- Ø Experience great exposures, resulting in follow up sales with people just getting into the Koi hobby.
- Ø Participate in the largest Koi Show and Vendor Faire in Northern California .
- Ø A great opportunity to meet and network with Koi Hobbyists and Professionals from Northern California .

We would like to thank, again all who supported CKC in past years for being a **Sponsor of the 11<sup>th</sup> Annual Sacramento Koi Show and Vendor Faire** by offering you the first opportunity to again become a featured show sponsor. Just complete a Sponsor form and sent in a 50% deposit.

If you or your company is unable to attend our major west coast show we are offering you the opportunity to provide donation items for our raffle drawing. We will be sure you receive proper recognition for your generosity.

**Thank you for your interest and we hope to see you as part of the growing list of Sponsors/Donors and Exhibitors.**

# THE 11<sup>th</sup> Annual SACRAMENTO Koi Show and Vendor Faire

## SPONSORSHIP OPPORTUNITIES

	<b>Gold</b>	<b>Silver</b>	<b>Vendor Booth</b>
<b>Sponsor Investment</b>	\$1000 or Major awards or Show Program Booklet or Judge's Sponsor (Housing, meals & gift)	\$500 or Minor Awards (Best in Size, Best in Variety Best Eye Best Longfin Tategoi) or Misc Awards (Jumbo, Novice (GC, RGC, Adult & Young Dealer (GC & RGC) Best Booth)	\$300
<b>Media &amp; Marketing</b>	Print Media publicity Website link & Show Program	Print Media publicity Website link & Show Program	None
<b>Exhibit Space</b>	10' X 10' (table, chair & electric)	10' X 10' (table, chair & electric)	10' X 10' (table, chair & electric)
<b>CKC Website Link</b>	12 Months	6 Months	No
<b>Show Program</b>	½ page B/W ad	¼ page B/W ad	No
<b>Use of Event Logo</b>	“Proud Sponsor of The 11 <sup>th</sup> Annual Sacramento Koi Show”	“Proud Sponsor of The 11 <sup>th</sup> Annual Sacramento Koi Show”	“The 11 <sup>th</sup> Annual Sacramento Koi Show Vendor”
<b>Recognition By Club</b>	Thank-you Plaque	Thank-you Plaque	

# THE 11<sup>th</sup> Annual SACRAMENTO Koi Show and Vendor Faire

## GOLD SPONSOR

- NAMING RIGHTS:** The *Gold Sponsor* will have recognition in print media collateral, publicity and Show Program.  
"11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire sponsor".
- EXHIBIT SPACE:** One 10' X 10' exhibit space at 11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire (with one table, chair and electrical outlet).
- CKC WEBSITE LINK:** Direct link from CKC Website to *Gold Sponsor's* website for twelve months.
- SHOW PROGRAM:** 1/2 page black/white ad (you must provide jpg ad for the Show Program at least 45 days prior to event). **You may upgrade this, if you desire, contact show chair.**
- USE OF EVENT LOGO:** You may advertise yourself as "Proud Sponsor of "11<sup>th</sup> Annual Sacramento Combined Koi And Vendor Faire."

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## GOLD SPONSOR AGREEMENT

IN WITNESS WHEREOF, this contract has been executed by the following authorized parties:  
**(Note: 50% deposit require upon registration)**

Sponsor Company Name \_\_\_\_\_

Investment (circle one): \$1,000; Major awards; Show Program Booklet; Judge's Sponsor \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

### INDEMNIFICATION

#### 11th Annual Sacramento Combined Koi Show

All necessary and reasonable precautions will be taken by the Koi Show Committee to safeguard all Koi.

Sponsors/Entrants are accepted with the understanding that the participant agrees to indemnify the Camellia Koi Club its officers, its directors, its members and it's helpers, it's Sponsors, Placer County Fairgrounds, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss.

I declare that to the best of my knowledge my fish at this show are not Koi Herpes Virus survivors, have not been in contact with any fish known to have Koi Herpes Virus or be a survivor of Koi Herpes Virus or treated with Koi Herpes Virus vaccine.

Sponsors/Entrants agrees to pay all legal fees, court costs, and damages that may arise from anyone taking any civil action against the Camellia Koi Club its officers, its directors, its members and it's helpers, it's Sponsors, Placer County Fairgrounds due to or caused as a result of any action or negligence of the undersigned or any of the undersigned's agents or employees..

Payment of legal fees, court costs and damages by registrants shall be made directly to "The Camellia Koi Club". The club shall have exclusive right to purchase, consign, or enter into any contract for the purpose of establishing a defense, to include hiring consultants, experts, and co-council.

BY SIGNING BELOW, I AGREE TO ALL OF THE TERMS AND CONDITIONS OF THIS INDEMNIFICATION AND THE PRINTED KOI SHOW RULES AND REGULATIONS.

Signed \_\_\_\_\_ Date: \_\_\_\_\_

**Note: This form must be signed by participant and accompany entry form for registration to this even**

**On Behalf of Camellia Koi Club, \_\_\_\_\_ Date \_\_\_\_\_**

# THE 11<sup>th</sup> Annual SACRAMENTO Koi Show and Vendor Faire

## SILVER SPONSOR

- NAMING RIGHTS:** The *Silver Sponsor* will have recognition in print media collateral, publicity and Show Program. The company name would appear as “11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire sponsor”.
- EXHIBIT SPACE:** One 10’ X 10’ exhibit space at 11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire (with one table, chair and electrical outlet).
- CKC WEBSITE LINK:** Direct link from CKC Website to *Silver Sponsor’s* website for six months.
- SHOW PROGRAM:** 1/4 page black/white ad (you must provide a jpg ad for the Show Program at least 45 days prior to event). **You may upgrade this, if you desire, contact show chair.**
- USE OF EVENT LOGO:** You may advertise yourself as “Proud Sponsor of “11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire.”

### SILVER SPONSOR AGREEMENT

IN WITNESS WHEREOF, this contract has been executed by the following authorized parties:  
**(Note: 50% deposit require upon registration)**

Sponsor Company Name \_\_\_\_\_

Investment (circle one): \$500; Minor Awards; Misc. Awards; Koi Show Pins \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

#### INDEMNIFICATION

##### 11th Annual Sacramento Combined Koi Show

All necessary and reasonable precautions will be taken by the Koi Show Committee to safeguard all Koi.

Sponsors/Entrants are accepted with the understanding that the participant agrees to indemnify the Camellia Koi Club its officers, its directors, its members and it’s helpers, it’s Sponsors, Placer County Fairgrounds, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss.

I declare that to the best of my knowledge my fish at this show are not Koi Herpes Virus survivors, have not been in contact with any fish known to have Koi Herpes Virus or be a survivor of Koi Herpes Virus or treated with Koi Herpes Virus vaccine.

Sponsors/Entrants agrees to pay all legal fees, court costs, and damages that may arise from anyone taking any civil action against the Camellia Koi Club its officers, its directors, its members and it’s helpers, it’s Sponsors, Placer County Fairgrounds due to or caused as a result of any action or negligence of the undersigned, or any agents or employees of the undersigned.

Payment of legal fees, court costs and damages by registrants shall be made directly to “The Camellia Koi Club”. The club shall have exclusive right to purchase, consign, or enter into any contract for the purpose of establishing a defense, to include hiring consultants, experts, and co-council.

BY SIGNING BELOW, I AGREE TO ALL OF THE TERMS AND CONDITIONS OF THIS INDEMNIFICATION AND THE PRINTED KOI SHOW RULES AND REGULATIONS.

Signed \_\_\_\_\_

Date: \_\_\_\_\_

**Note: This form must be signed by participant and accompany entry form for registration to this event**

**On Behalf of Camellia Koi Club, \_\_\_\_\_ Date \_\_\_\_\_**

# THE 11<sup>th</sup> Annual SACRAMENTO Koi Show and Vendor Faire VENDOR BOOTH

**NAMING RIGHTS:** The company name would appear as “11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire Vendor”.

**EXHIBIT SPACE:** One 10’ X 10’ exhibit space at 11<sup>th</sup> Annual Sacramento Combined Koi Show and Vendor Faire (with one table, chair and electrical outlet).

**CKC WEBSITE LINK:** None.

**SHOW PROGRAM:** Name listed in Show Program

**USE OF EVENT LOGO:** You may advertise yourself as “11<sup>th</sup> ANNUAL SACRAMENTO COMBINED KOI SHOW and VENDOR FAIRE Vendor”

## VENDOR BOOTH AGREEMENT

IN WITNESS WHEREOF, this contract has been executed by the following authorized parties:

**(Note: 50% deposit required upon registration**

Company Name \_\_\_\_\_

Booth Space (10’ X 10’ ) \$300, additional booths \$250 \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

### INDEMNIFICATION

#### 11th Annual Sacramento Combined Koi Show

All necessary and reasonable precautions will be taken by the Koi Show Committee to safeguard all Koi.

Sponsors/Entrants are accepted with the understanding that the participant agrees to indemnify the Camellia Koi Club its officers, its directors, its members and it’s helpers, it’s Sponsors, Placer County Fairgrounds, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss.

I declare that to the best of my knowledge my fish at this show are not Koi Herpes Virus survivors, have not been in contact with any fish known to have Koi Herpes Virus or be a survivor of Koi Herpes Virus or treated with Koi Herpes Virus vaccine.

Sponsors/Entrants agrees to pay all legal fees, court costs, and damages that may arise from anyone taking any civil action against the Camellia Koi Club its officers, its directors, its members and it’s helpers, it’s Sponsors, Placer County Fairgrounds due to or caused as a result of any action or negligence of the undersigned, or any agents or employees of the undersigned.

Payment of legal fees, court costs and damages by registrants shall be made directly to “The Camellia Koi Club”. The club shall have exclusive right to purchase, consign, or enter into any contract for the purpose of establishing a defense, to include hiring consultants, experts, and co-council.

BY SIGNING BELOW, I AGREE TO ALL OF THE TERMS AND CONDITIONS OF THIS INDEMNIFICATION AND THE PRINTED KOI SHOW RULES AND REGULATIONS.

Signed \_\_\_\_\_ Date: \_\_\_\_\_

**Note: This form must be signed by participant and accompany entry form for registration to this event**

**On Behalf of Camellia Koi Club, \_\_\_\_\_ Date \_\_\_\_\_**

**Camellia Koi Club presents**  
**THE 11<sup>th</sup> Annual Sacramento**  
**Koi Show and Vendor Faire**

**SEPTEMBER 18 - SEPTEMBER 19, 2010**

**KOI SHOW PROGRAM ADS**

**If your company is not one of the Sponsors of the 11th Annual Sacramento Combined Koi Show and Vendor Faire you may buy an advertisement in the Koi Show Program. The Koi Show Program will be full color and measure 5 ½" X 8" and be given free of charge to all participants of the event. You must provide a jpg ad at 300dpi for the Show Program at least 45 days prior to the event.**

Description	Price	Amount
Full page color 5.5"W x 8"T	\$250.00	_____
Full page black/white 5.5"W x 8"T	\$150.00	_____
½ Page full color 5.5"W x 4"T	\$150.00	_____
½ Page black/white 5.5"W x 4"T	\$ 85.00	_____
Business card full color 5.5"W x 2"T	\$ 85.00	_____
Business card black/white 5.5"W x 2"T	\$ 50.00	_____
	<b>Total Due</b>	_____

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

SIGNATURE \_\_\_\_\_ Date \_\_\_\_\_

Mail the completed Koi Show Program Ads form and a check for full payment to:

Sacramento Combined Koi Show  
 1714 Calle Campana Dr  
 Roseville, Ca 95747

Make Checks Payable To: **Camellia Koi Club**

Deadline for artwork is July 31, 2010

# Camellia Koi Club presents **THE 11<sup>th</sup> Annual Sacramento KOI SHOW and Vendor Faire**

## KOI SHOW SCHEDULE

### Thursday, September 16, 2010

9:00am - Show Tank Set-up  
Air System Set-up  
Drape Set-up  
5:00pm Fencing Set-up

### Friday, September 17, 2010

12:00pm - 6:00pm Vendor set-up  
5:00pm - ??:??pm Exhibitor Koi registration

### Saturday, September 18, 2010

7:00am - 9:00am Exhibitor Koi registration.  
9:00am - 5:00pm Open to the public  
9:00am - 9:30am Judging of Dealer Koi  
9:30am - 9:45am Opening ceremonies, introduce judges.  
9:45am Begin Judging of koi show.  
12:30pm - 1:30pm Lunch  
3:30pm End of Judging  
3:00pm - 4:00pm Raffle

### Sunday, September 19, 2010

9:00am - 2:00pm Open to the public.  
9:00am - 10:30pm Koi Show Tours by the Show Judges.  
10:30am - 12:00pm Koi Auction followed by Raffle  
12:00pm - 1:00pm Lunch  
1:00pm - 2:00pm Thank-You & Awards Ceremony  
2:00pm - 3:00pm Vendor Breakdown & Exhibit fish removed from show  
3:00pm - 8:00pm Event breakdown and clean up

**\* Unless otherwise stated, all events will be at Johnson Hall, Placer County Fairgrounds**

# VENDOR INFORMATION

## VENDOR SPACE

This year dry and combination booths will be in doors. Booths will be 10' X 10' and all will have electricity. Additional booths may be rented for larger space. There is no limit to the number of booths you may reserve. Wet booths will be outdoors near the show tanks.

## VENDOR SPACE SELECTION and Payment

CKC will assign booth spaces on a priority system based on a first come first served basis. The payment plan is 50% of total as a deposit, due with reservation and remainder of total as a final payment due no later than July 1st. **We expect this to be a sold out event.** Deposit payment must be received in order to reserve a booth. After July 1<sup>st</sup>, unpaid spaces will be sold to any vendors on the waiting list. Send completed form and 50% deposit check made out to **Camellia Koi Club**.

## REFUNDS/CANCELLATION POLICY

Requests for exhibit refunds will be processed only if Submitted in writing on or before July 1, 2009. 50% of vendor fee will be refunded on cancellations only if the space can be resold to another exhibitor. Refunds will not be made for cancellations made after July 15, 2009. Please address any cancellations to the above address.

## OTHER FACTS

Sacramento International Airport (SMF) is an International Airport and serves most major airlines. SMF also has cargo facilities for the major airlines. Displays and booth supplies may be shipped direct to the fairgrounds. Please contact the show chair for details.

## WET VENDOR SPACE

The Camellia Koi Club will provide water quality support if requested from Jim Phillips by August 1<sup>st</sup> at (916) 847 4568.

All reasonable precautions will be taken to provide a healthful environment and to safeguard the Koi during the show. However registration is completed with the understanding that the participant agrees to hold the Camellia Koi Club, the AKCA, Placer County Fairground, its officers, directors and members harmless against any loss, sickness, or injury to the fish.

## WATER INFORMATION

The water at the show site is soft and as such we will buffer it for your Koi.

Koi Vendors, you are responsible for your own tanks, tubing, air pumps & stones, test kits, and treatments. You should also have a backup air pump.

## SPECIAL CONDITION OF THE SHOW

All Vendors will be required to leave a phone number where you or a designated employee can be reached 24 hours a day by Security in case of any problems with your display.

## SECURITY

The Camellia Koi Club will provide after show hours and overnight security.

## RAFFLE DONATION

If your company decides to provide a donation for our raffle drawing, please indicate item to be donated on completed Raffle form and when your donations will be shipped.  
Please contact the show chair to coordinate shipping details.

**COMPANY NAME**

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**ADDRESS**

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**CITY**

**STATE**

**ZIP:**

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**CONTACT PERSON(s) 1)**

**2)**

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**TEL ( ) -**

**FAX ( ) -**

**E-MAIL**

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**RAFFLE PRIZE DONATION**

Brief description:

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Please return this form to: Sacramento Combined Koi Show  
1714 Calle Campana Dr.  
Roseville, Ca. 95747