



Camellia Koi Club Presents:

**Our 2017 Koi Show**

***"A Taste of Excellence"***

**Saturday September 2, 2017**

**Sunday September 3, 2017**

**Location:**

**The Old Sugar Mill**

**35265 Willow Avenue**

**Clarksburg, CA 95612**

**Sponsorship Opportunities**

**Packet**

For info contact Show Chair Sam Niebank at [sniebank69@gmail.com](mailto:sniebank69@gmail.com)

Or download from the Camellia Koi Club website <http://www.camelliakoi.org>

# A Taste of Excellence Sacramento AKCA Koi Show



## 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 **Taste of Excellence Koi Show** sponsored by the Camellia Koi Club on September 2 & 3, 2017. The Camellia Koi Club has a proven track record in producing major Koi events including hosting the Annual Associated Koi Clubs of America Seminar four times 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 **The Old Sugar Mill, 35265 Willow Avenue, Clarksburg, CA 95612** Admission is **FREE** with ample **FREE PARKING**.

We have several advertising campaigns for the show planned including selected 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. 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. Our new site, *The Old Sugar Mill Wineries Tasting* will assist us in attracting a good amount of 'walk in' customers, and our show will also attract 'walk ins' for them.

You too can help promote this Koi Show by mentioning the **Taste of Excellence Koi Show** 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 Chair **Sam Niebank** at [sniebank69@gmail.com](mailto:sniebank69@gmail.com)

## Top reasons to become a SPONSOR:

- ∅ You can reach a large number of potential customers in just a couple of days!
- ∅ Be a part of an event that will expose your products to many **new** and repeat customers.
- ∅ Experience great exposures, resulting in follow up sales with people just getting into the Koi hobby.
- ∅ 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 by offering you the first opportunity to again become a featured show sponsor. Just complete a Sponsor form and send 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**

# A Taste of Excellence Sacramento AKCA Koi Show



## AWARD SPONSORSHIP

GRAND CHAMPION \$150.00 \_\_\_\_\_ (NOVICE, \$100)

RESERVE GRAND CHAMPION \$125.00 \_\_\_\_\_ (NOVICE, \$100)

RESERVE GRAND CHAMPION "B" \$125.00 \_\_\_\_\_

MATURE CHAMPION \$100.00 \_\_\_\_\_ (NOVICE, \$75)

YOUNG CHAMPION \$100.00 \_\_\_\_\_ (NOVICE, \$75)

BABY CHAMPION \$100.00 \_\_\_\_\_ (NOVICE, \$75)

PRESIDENT'S AWARD \$50.00 \_\_\_\_\_

SHOW CHAIR AWARD \$50.00 \_\_\_\_\_

BEST IN SIZE 1 (<9") \$40.00 \_\_\_\_\_

BEST IN SIZE 2 (9" – 12") \$40.00 \_\_\_\_\_

BEST IN SIZE 3 (12" – 15") \$40.00 \_\_\_\_\_

BEST IN SIZE 4 (15" – 18") \$40.00 \_\_\_\_\_

BEST IN SIZE 5 (18" – 21") \$40.00 \_\_\_\_\_

BEST IN SIZE 6 (21" – 24") \$40.00 \_\_\_\_\_

BEST IN SIZE 7 (24"-27") \$40.00 \_\_\_\_\_

BEST IN SIZE 8 (27" – 30") \$40 \_\_\_\_\_

BEST IN SIZE 9 (30"+) \$40 \_\_\_\_\_

BEST LONG FIN \$100 \_\_\_\_\_

BEST TATEGOI \$100 \_\_\_\_\_

# A Taste of Excellence Sacramento AKCA Koi Show



## SPONSORSHIP OPPORTUNITIES

	<b>Gold</b>	<b>Silver</b>	<b>Vendor Booth</b>
<b>Sponsor Investment</b>	\$1250	\$750	\$350
<b>Media &amp; Marketing</b>	Print Media publicity Website link	Print Media publicity Website link	None
<b>Exhibit Space</b>	12' X 12' (electric & water)	12' X 12' (electric & water)	12' X 12'
<b>CKC Website</b>	12 Months	6 Months	No
<b>Show Program</b>	Full page Color ad	Half page Color ad	No
<b>Use of Event Logo</b>	"Proud Sponsor of The Sacramento Koi Show"	"Proud Sponsor of The Sacramento Koi Show"	"The ...Koi Show Vendor"
<b>Recognition By Club</b>	Thank-you Plaque	Thank-you Plaque	

# A Taste of Excellence Sacramento AKCA Koi Show



## GOLD SPONSOR

- NAMING RIGHTS:** The *Gold Sponsor* will have recognition in print media collateral, publicity and Show Program.
- EXHIBIT SPACE:** One 12' X 12' exhibit space at 'A Taste of Excellence' (with water access & electrical outlet).
- CKC WEBSITE LINK:** Direct link from CKC Website to *Gold Sponsor's* website for twelve months.
- SHOW PROGRAM:** Full page color 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 **Camellia Koi Club's 'A Taste of Excellence' Koi Show**"

## GOLD SPONSOR AGREEMENT

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

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

Sponsor Company Name			
Contact Name			
Mailing Address			
City/State/Zip			
Phone		FAX	
Email		Website	

### INDEMNIFICATION

#### 'A Taste of Excellence' 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 its helpers, its Sponsors, Old Sugar Mill, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss 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 its helpers, its Sponsors, Old Sugar Mill 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 event**

# A Taste of Excellence Sacramento AKCA Koi Show



## SILVER SPONSOR

- NAMING RIGHTS:** The *Silver Sponsor* will have recognition in print media collateral, publicity and Show Program. The company name would appear as Camellia Koi Club's '**A Taste of Excellence' Koi Show sponsor**'.
- EXHIBIT SPACE:** One 12' X 12' exhibit space at '**A Taste of Excellence' Koi Show**  
(with water access & electrical outlet).
- CKC WEBSITE LINK:** Direct link from CKC Website to *Silver Sponsor's* website for six months.
- SHOW PROGRAM:** 1/2 page color 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 "**Camellia Koi Club's 'A Taste of Excellence' Koi Show**

## SILVER SPONSOR AGREEMENT

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

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

Sponsor Company Name			
Contact Name			
Mailing Address			
City/State/Zip			
Phone		FAX	
Email		Website	

## INDEMNIFICATION

### 'A Taste of Excellence' 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 its helpers, its Sponsors, Old Sugar Mill, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss. 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 its helpers, its Sponsors, Old Sugar Mill 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**

# A Taste of Excellence Sacramento AKCA Koi Show



## VENDOR BOOTH

- NAMING RIGHTS:** The company name would appear as "A Taste of Excellence' Koi Show Sponsor
- EXHIBIT SPACE:** One 12' X 12' exhibit space at 'A Taste of Excellence' Koi Show
- CKC WEBSITE LINK:** None.
- SHOW PROGRAM:** Name listed in Show Program
- USE OF EVENT LOGO:** You may advertise yourself as a 'Taste of Excellence' Koi Show Sponsor
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## 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 (12' X 12' ) \$350, additional booths \$300 \_\_\_\_\_

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

Title \_\_\_\_\_

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

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

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Email \_\_\_\_\_

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

## INDEMNIFICATION

### 'A Taste of Excellence' 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 its helpers, its Sponsors, Old Sugar Mill, from all legal harm in the event of a Koi death, disease, injury, disfigurement, or loss. 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 its helpers, its Sponsors, Old Sugar Mill 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**

Saturday, September 2, - Sunday, September 3, 2017

### KOI SHOW PROGRAM ADS

If your company is not one of the Sponsors of the 'Taste of Excellence' Koi Show 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
Center Spread, 11 x 8.5"	\$300.00	_____
Outside Back Cover color 5.5" x 8.5"	\$250.00	_____
Inside Back Cover, color 5.5" x 8.5"	\$200.00	_____
Full page color 5.5" x 8.5"	\$150.00	_____
½ Page color 5.5" x 4.25"	\$100.00	_____
½ Page black/white 5.5" x 4.25"	\$ 70.00	_____
Business card color or B/W 3.5"W x 2"T	\$ 35.00	_____
	<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:

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

**'A Taste of Excellence'** Sacramento Koi Show

4018 Wakehurst Ct

Roseville, CA 95747

Deadline for artwork is July 1, 2017



## KOI SHOW SCHEDULE

### Thursday, August 31, 2017

Noon - 5:00pm Show tank setup

### Friday, September 1, 2017

11:00am - 8:00pm Exhibiting koi registration and benching

11:00am - 8:00pm Vendor setup

### Saturday, September 2, 2017

8:00am - 9:30am **Late\*** Koi check in. Permission required

8:00am - 9:30am Judges Meeting

11:00am - 5:00pm Open to the public

11:00am - 11:30am Judging of Dealer Koi

11:00am - Opening ceremonies, introduce judges.

11:00am - Begin Judging of Koi Show.

12:30pm - 1:30pm Lunch

3:00pm - 4:00pm Raffle

5:00pm - End of Judging

5:00pm - Awards banquet

### Sunday, September 3, 2017

11:00am - 2:00pm Open to the public.

11:00am - Koi Show Tours by the Show Judges.

12:00pm - 1:00pm Lunch

2:00pm - Vendor Breakdown & fish removed from show

3:00pm - 8:00pm Event breakdown and clean up

# VENDOR INFORMATION

## VENDOR SPACE

This year dry and combination booths will be on the lawn. Tanks will be on the gravel path adjacent to the booth. Care must be taken to not harm the lawn. Booths will be 12' X 12'. 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 since the show tanks are also only on the gravel path. Roofing paper will be available to place show tanks on to prevent puncture.

## WET VENDOR SPACE

The Camellia Koi Club will provide water quality support. 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, and Old Sugar Mill, its officers, directors and members harmless against any loss, sickness, or injury to the fish.

## 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 August 1<sup>st</sup>, 2017. **We expect this to be a sold out event.** Deposit payment must be received in order to reserve a booth. After August 1<sup>st</sup>, unpaid spaces may be sold to any vendors on the waiting list. Send completed form and 50% deposit check made out to **Camellia Koi Club**.

## WATER INFORMATION

The water at the show site is excellent for Koi. The pH is mid-7s and the KH is high.

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

# REFUNDS/CANCELLATION POLICY

Requests for exhibit refunds will be processed only if submitted in writing on or before July 1, 2017. 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 1, 2017. Please address any cancellations to: 4018 Wakehurst Ct., Roseville, CA, 95747.

## 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.

## 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.

Sacramento Executive Airport may also have some services and is very close to The Old Sugar Mill.

# A Taste of Excellence Sacramento AKCA Koi Show



## 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, Sam Niebank (916) 826-9709, 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: A Taste of Excellence

C/O Sam Niebank

4018 Wakehurst Ct.

Roseville, CA 95747