

Date: 1/21/2026

Contract for Weber County Fair

Delivery of contract to:

Weber County Fair ("County")
Attn: Ashton Wilson
Fair Director
Golden Spike Event Center
1000 North 1200 West
Ogden, UT 84404

Contact(s):

Ashton Wilson
Fair Director
anwilson@webercountyutah.gov

Address: 1000 North 1200 West
Ogden, UT 84404

Phone: 801.399.8711

Selected Service Provider:

Fuel Marketing LLC (Vendor Number: #VC218290)
("Contractor")

Contract Number: ma4457

Contact(s):

Donna Foster
Donna@fuelmarketing.com
Melinda Meier
Melinda@fuelmarketing.com

Address: 2005 E 2700 S, Suite 180
Salt Lake City, UT 84109

Weber County Fair

Project Description

The Weber County Fair Strategic Media Plan is required for the upcoming 2026 fair. This plan will establish the Weber County Fair's media priorities, including as follows, but not limited to: Media Planning, Local Media Negotiation, Traditional and Digital Media Placement, and Promotion. When warranted, bonus media weight and media impression match is another priority.

Creating heightened public awareness of Weber County Fair's activities and ticket sales will be key and measured by both Weber County Fair's Fair Director and selected service provider (FUEL Marketing LLC). The impact of this contract should help increase attendance, ticket sales, and awareness of Weber County Fair's wide range of exceptional experiences and performances to help ensure and increase/ROI of media placed.

Campaign Goals

- Increase ticket sales for the Weber County Fair.
- Reach local families, fair enthusiasts, and the Hispanic community in Weber County and surrounding areas.
- Create excitement and awareness leading up to the event. For media (example: TV and radio), establish a trade up to 30% of trade match, as well as promotional tickets giveaway minimum of 25%.
- Work in advance to provide the best solutions and overall campaign exposure, making the 2026 event a better success.

Deliverables

To achieve the objectives of this campaign, a variety of deliverables will be implemented under the agreed upon project and service categories including, but not limited to:

- Traditional TV and Radio Advertising
- Programmatic Digital and Social Media ad placement/campaigns
- Streaming Audio/Podcasts Advertising
- Streaming Video Advertising
- Billboard Advertising
- PR and other potential media: television (daytime segments) and other approved media planning within established budget.

Contract timeline:

Jan 2026 – Sept 2026

With option for extension into 2027 season, as approved by Weber County Fair Director.

Budget for 2026 Season:

\$30,000

FUEL MARKETING WORK AUTHORIZATION

Client: Weber County Fair
Contact: Ashton Wilson/Fair Director
State Contract Number: ma4457
Vendor Number: #VC218290
Commodity Code: #80140

Fuel Contact(s):

Donna Foster
Donna@fuelmarketing.com

Melinda Meier
Melinda@fuelmarketing.com

Address: 2005 E 2700 S, Ste. 180
Salt Lake City, UT 84109

Phone: 801.484.2888

Campaign: Weber County Fair 2026 Media Campaign

Job Title: Marketing and Advertising Services

Approved Contact Rate: \$115*

Total Unit Price: \$30,000 (payment due August 2026)

*Approved Pricing

Weber County Fair 2026 Media Campaign Estimated Breakdown of \$30,000 Budget:

Media	Timeline	Budget
Television KSTU primary partner Cable Zones Weber/Davis	July 20-Aug 8	\$7,500
Radio KSOP/KUBL (Country formats) Hispanic Radio – 2 stations A25+	July 20-Aug 8	\$6,000
Social/Meta Facebook/Instagram English Spanish	July 13-Aug 8	\$4,000 \$1,000
Streaming Audio (Hispanic) Entravision	July 20-Aug. 8	\$1,000
Streaming Video Eng/Spanish Hulu Disney YouTube (video)	July 13-Aug. 8	\$1,000 \$1,000 \$2,000
Billboard Weber/Davis Rotary Digital July 15-Aug 8 *Static if budget allows	July 15-Aug 8	\$5,500
Public Relations Segment/Media Coordination	July	\$1,000
	Total	\$30,000

Traditional Media to garner 30% Trade Match and 25% Bonus Match

ATTACHMENT A

1. TERMINATION

- a. Termination for Default. County may terminate this Agreement for an "Event of Default as defined, upon written notice from County to Contractor.
- b. Termination by Contractor for Default. Contractor may terminate this Agreement for an Event of Default upon written notice from Contractor to County.
- c. Event of Default. As used in this Agreement, the term "Event of Default" means (a) a party fails to make any payment herein when the same becomes due and such failure continues for a period of 30 (thirty) days after written notice to the party failing to make such payment; (b) a party hereto fails to perform any of its material obligations and such failure continues for a period of 30 (thirty) days after written notice to such defaulting party; or (c) any material representation or warranty of a party contained in this Agreement proves to be untrue or incorrect in any material respect when made.
- d. Force Majeure. Neither party shall be liable for any excess costs if the failure to perform arises from causes beyond the control and without the fault or negligence of that party, e.g., acts of God, fires, floods, strikes, or unusually severe weather. If such condition continues for a period in excess of 60 days, Contractor or County shall have the right to terminate this Agreement without liability or penalty effective upon written notice to the other party.
- e. No Limitation of Rights. The rights and remedies of the parties hereto are in addition to any other rights and remedies provided by law or under this Agreement. The parties agree that the waiver of any breach of this Agreement by either party shall in no event constitute a waiver as to any future breach.
- f. Termination for Convenience. County reserves the right to terminate this Agreement, in whole or in part, at any time during the Term or any Additional Terms whenever County determines, in its sole discretion that it is in the County's interest to do so. If County elects to exercise this right, County shall provide written notice to Contractor at least 30 (thirty) days prior to the date of termination for convenience. Upon such termination, Contractor shall be paid for all services up to the date of termination. Contractor agrees that the County's termination for convenience will not be deemed a termination for default nor will it entitle Contractor to any rights or remedies provided by law or this Agreement for breach of contract by the County or any other claim or cause of action.

2. INDEPENDENT CONTRACTOR AND TAXES

The relationship of County and Contractor under this Agreement shall be that of an independent contractor status. Each party shall have the entire responsibility to discharge all of the obligations of an independent contractor under federal, state and local law, including but not limited to, those obligations relating to employee supervision, benefits and wages; taxes; unemployment compensation and insurance; social security; worker's compensation; disability pensions and tax withholdings, including the filing of all returns and reports and the payment of all taxes, assessments and contributions and other sums required of an independent contractor. Nothing contained in this Agreement shall be construed to create the relationship between County and Contractor of employer and employee, partners or joint venturers.

3. NON-FUNDING

If Contractor's performance or County's performance under this Agreement depends upon the appropriation of funds by either the Utah Legislature or the Weber County Commission, and if the legislating body fails to appropriate the funds necessary for the performance, then this Agreement may be terminated by either party by providing written notice to the other party without further obligation. Said termination shall not be construed as breach of or default under this Agreement and said termination shall be without penalty, additional payments, or other charges to County or Contractor of any kind whatsoever, and no right of action for damages or other relief shall accrue to the benefit of County or Contractor, their successors or assigns, as to this

Agreement, or any portion thereof, which may so terminate and become null and void.

4. GOVERNMENTAL IMMUNITY

County is a body corporate and politic of the State of Utah, subject to the Governmental Immunity Act of Utah (the "Act"), Utah Code Ann. §§ 63G-7-101 to -904. The Parties agree that County shall only be liable within the parameters of the Governmental Immunity Act. Nothing contained in this Agreement shall be construed in any way, to modify the limits of liability set forth in that Act or the basis for liability as established in the Act.

5. OWNERSHIP OF WORK PRODUCT

All work performed by Contractor under this Agreement shall become the sole property of the County. Ownership of the work shall apply regardless of the form of the work product including, but not limited to, writings, drawings, reports, any form of video or audio, etc. Upon final payment by County to Contractor, Contractor shall deliver to County all work product applicable to the services provided under this Agreement including, but not limited to, work product in draft form.

6. STANDARD OF PERFORMANCE/PROFESSIONALISM

Contractor acknowledges the standard of performance and professionalism required in the performance of its services under this Agreement. Contractor agrees to perform the services under this Agreement with the level of professionalism expected in its industry/profession in the community. Further, Contractor, while performing its obligations under this Agreement, will conduct itself in such a manner that will promote the best interests of the County. Contractor further agrees that it will not accept any fee or financial remuneration from any entity or person other than Weber County for its performance under this Agreement.

7. ENTIRE AGREEMENT

County and Contractor acknowledge and agree that this Agreement constitutes the entire integrated understanding between County and Contractor, and that there are no other terms, conditions, representations or understanding, whether written or oral, concerning the rights and obligations of the Parties to this Agreement except as set forth in this Agreement. This Agreement may not be enlarged, modified or altered, except in writing, signed by the Parties.