



## **Fairgrounds inks Sponsorship Deal with Pepsi Beverages Corporation**

Pepsi is now the official soft drink beverage provider at the Fairgrounds! A new sponsorship agreement with the Pepsi Beverages Corporation was finalized on Tuesday, January 17, 2012.

More than a years worth of negotiations with soft drink competitors has culminated with a deal that will include annual sponsorship dollars, a product rebate program, vending machine revenue sharing program and other benefits for the Fairgrounds and Jefferson County. The deal requires that all event promoters, caterers, and vendors serve only Pepsi products on the Fairgrounds.

"This is an exciting deal for all parties involved", says Fairgrounds Director Mark Danner. Danner went on to say, "The Pepsi Beverages Corporation and brand is highly regarded and recognizable and this agreement will help with overall marketing and awareness of the Fairgrounds, along with the enhancement of service and intangible benefits for all of our guests."

Del Smith, Business Development Representative with the Pepsi Beverages Co. added, "We are proud to have our strong lineup of Brands as the beverages of choice for the Jefferson County Fairgrounds."