



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

MONDAY, MAY 8th, 2023, AT 5:00 PM

ADMINISTRATIVE CONFERENCE ROOM

MINUTES

- Debbie updated the committee on Souvenir Program. The program is on track to go to the designer by June 1st. 8,000 copies will be ordered. 3,000 will be distributed and the remaining 5,000 will remain at the Fairgrounds for Fair week. In 2022 the program had 9 paid advertisements. Ad space increased in price for 2023 and Pam is reaching out to all previous ad buyers. Sozo Chiropractic wants to purchase the inside back page for ad placement.
- Versatility is rolling out graphics and campaigns. The Larkspur billboard was placed and will remain in place until the 2023 Fair & Rodeo. Versatility was told to be consistent with using the traditional logo on all graphics. Versatility has provided a content calendar for future social posts and Google ads. Campaign landing pages are also emailed to staff and Debbie for approval or revisions. Versatility is aligning their campaigns to build awareness with the Northern tier.
- Sponsorships are going well and underway. Inventory available for sponsors are bubble tower banners at \$2,500 and, steer wrestling at \$2,500.
- Pocket schedules and coffee sleeves are available to the committee for distribution. Committee was requested to take materials with them to distribute to market the 2023 Fair & Rodeo.
- Overview of merchandise for sale was discussed. Rodeo t-shirts, animal sweatshirts, kids animal t-shirts, poster t-shirts as well as grocery totes, and kids key chains will be available for sale at Farmer's Markets as well as during the Fair & Rodeo. Discussion of what to spend the remaining budget money for marketing/promotional items. Scott inquired about purchasing the coasters. The marketing committee will have a consensus on what additional items are purchased.

- Cynthia and Pat gave us an update on Creative Arts. The window display will be switched out with a Lego display as well as a display targeting senior citizens. Creative Arts brochures are being finalized and Pat has contacted homeschoolers as well as a few Christian schools to educate on Open Class projects/Creative Arts. Cynthia feels Creative Arts lacks exposure in Fair Marketing and suggested ways we could help put the word out. Tori to connect with Public Affairs and Communications for a Creative Arts inspired News Release. Creative Arts expects inclusion and inquired about ad placement with Colorado Media.
- Marketing to run Farmer's Market in Highlands Ranch on May 21st from 10:00 am-2:00 pm. Debbie suggested utilizing the tent and tables as a resource for Creative Arts displays and information.
- Debbie discussed working with the Sheriff on contracts for Fair & Rodeo signage. There should be up to 6 locations where signs will be displayed to market the Fair & Rodeo.
- Discussion if there is a possibility to upgrade the standard general admission ticket to a ProRodeo ticket after being purchased. Tori to discuss with Lisa about options TicketMaster can present.

Next Meeting: June 12th, 2023