



DOUGLAS COUNTY FAIR BOARD- MARKETING COMMITTEE MEETING

WEDNESDAY, APRIL 6, 2022 AT 5:00 PM

EVENTS CENTER CONFERENCE ROOMS

MINUTES

Attendance: Tom Harris, Scott Candelaria, Debbie Mills, Michelle Bartlett

Media Advertising Quotes: The committee discussed the below five media advertising options for the year and recommended moving forward with Outdoor Promotions, Channel 2/Fox 31, Bonneville International, Thirst Colorado Magazine. The committee also discussed reaching out to local newsletters within Douglas County since there has been so many people moving to the area recently.

Outdoor Promotions: Outdoor Promotions will provide five bus stop shelter advertising spots in five areas that are high traffic within Douglas County and the surrounding areas. They provide the artwork for us. This opportunity had to be secured by 4/6/22.

KWGN (Channel 2/Fox 31): KWGN will provide two in studio interviews on Great Day Colorado, two KDVR.com Homepage takeovers, one email blast, and inclusion in the Makin' Summer Fun promotion.

Bonneville International (KYGO/KOSI): Both radio stations will provide a set number of commercials for the Fair reaching out to a geo and interest targeted audience.

iHeart Media (106.7 The Bull): Michelle has reached out to iHeart Media to discuss advertising options on 106.7 The Bull and will give an update at the next committee meeting.

Thirst Colorado Magazine: Thirst Colorado is a food, drink and attraction-based magazine in Colorado. The committee is looking at doing an advertisement in the June/July issue with a 1/3-page advertisement.

Souvenir Program Update: Pam asked Debbie to update the committee on her progress for the Souvenir Program. Pam is reaching out to past advertisers to see if they would like to advertise again this year. The committee is recommending printing 8,000 copies for limited distribution before Fair, most being handed out on grounds during Fair.

Sponsorship Update: Debbie updated the committee on sponsorships for this year. There has been a great return on past sponsors. She will put together an updated sponsor inventory list to give to the committee.

Other

Poster: Debbie presented the committee with this year's poster design. She explained that the image was hand drawn to reflect our Fair including our grandstands and the rock in the background. This design was created to help draw in a different demographic from different parts of the county. The committee recommended moving forward with the design.

Giveaways: Michelle will order tote bags, coffee sleeves, challenge coins, car magnets and coasters. The committee recommended having business cards printed instead of bookmarks for 2022.

Royalty: Tom gave an update on Rotary clubs that he has spoken to about the Royalty coming to speak at their meetings. He also spoke with Sheriff Tony Spurlock, who asked if Royalty could attend the upcoming Highlands Ranch HOA meeting.

Next Meeting: May 4, 2022

Comments: