

# 2017 THEME PROGRAM

San Diego County Fair



# PARTNERSHIPS

- New partnerships were formed with the University of California, the San Diego Gaslamp Association, local Native American Tribes and Mike Hess Brewing who brewed up a special collaboration beer.



# MARKETING

From the logo, to promotions, to the "wanted posters" featuring a mustachioed pig and sheriff rooster everything went out with a western flair- included staff uniforms and merch!



# CATTLE DRIVE

- This event that kicked off the Fair featured a 2 mile long drive of over 200 head of cattle through the streets of downtown San Diego. Months of coordination and permitting were involved that included SDPD, the San Diego Convention Center, the San Diego Padres, the Port Authority, and Gaslamp Business Association.



# DECOR

- A Frontier facade greeted fairgoers at the main entrance, the Don Diego statue was transformed into a Cowboy, and each competitive exhibit offered themed classes, contests and more.



# THEMED EXHIBIT

- This 20,000 square foot new attraction transported Fairgoers to the Old, Wild West.



# THEMED ENTERTAINMENT

- New this year we had the Fiesta Del Charro Rodeo, Extreme Team Rodeo, Kid's Pedal Tractor Pull, Weapons of Choice Contest, Tall Tales of the West, Campfire series talks, Cowboys & Cowgirls Kids Creation Station, Pitch n Win Horseshoes and more.



# FRONTIER TOWN

- This new attraction included the Gypsy Time Traveler Show, Tumbleweed Crossing Stunt Show and included the World of Horses Exhibit with 15+ horse breeds.





# THE JADE PEACOCK

- This new speakeasy told the story of the west through Asian culture.



# INTO THE SUNSET BEER AND BAR

- This collaboration with a local brewer helped generate publicity and ended up becoming a wildly successful product. So much volume was sold that the brewer kept producing the beer well beyond the fair and it was even sold in local Costco stores.



# HAPPY TRAILS!

Nicola Martinez

[nmartinez@sdfair.com](mailto:nmartinez@sdfair.com)

San Diego County Fair

2018 Fair: June 1 – July 4