

San Diego County Fair









 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.





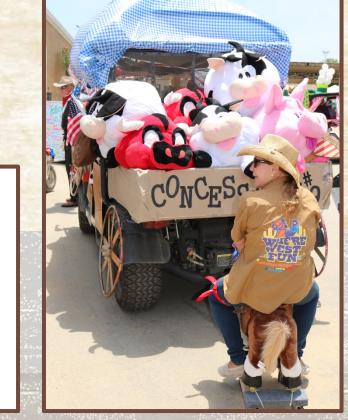


MARKETING

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!















• 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.





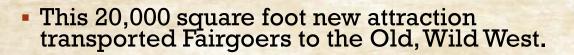


 A Frontier facade greeted fairgoers at the main entrance, the Don Diego statue was transformed into a Cowboy, and each competitive exhibit offered themed classes, contests and more.





THEMED EXHIBIT

















Station, Pitch n Win Horseshoes and more.













• 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.















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2018 Fair: June 1 – July 4