

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: San Mateo County Fair

Division # and Title: Printed Marketing Campaign Class# 2

Marketing Goal: To inform families of the Fair dates and that the fair has family fun activities

Form of Promotion (what type of promotion was it and where did it appear):

This was a newspaper ad campaign that we did with SF Examiner. We had a 4 page insert with a pop up that went into their papers. The insert was in papers starting May 5 to June 9, 2017. The Ad was to inform people about the Fair and to promote all the fun activities at the Fair. It also included a map that people could use at the Fair and promoted pre-sale tickets.

Who was your target market?

Our target market was families and the decisions makers in the house-hold of the San Mateo County, San Francisco County and Santa Clara County. We focused on distribution in higher commuter areas.

What was the reach?

The SF Examiner circulates in San Francisco, the Peninsula and San Jose area which is a target audience for us. The SF Examiner has a circulation of 475,000 during the week.

What was the ROI or outcome

Over the course of 1 month from May to June, we had 40,000 inserts go out into SF Examiner's circulation and we had an overall 97.2% pick up rate. We saw an increase in attendance at the Fair and we saw an increase in young families attending, which was a target audience for us with our marketing campaign.



**COME FOR THE FOOD,
STAY FOR THE FUN!!!**



sanmateocountyfair.com

Summer starts here!

FOR MORE INFORMATION LOOK INSIDE



2017 Fair Concert Series

WAR

Saturday, 10 June 2017

Summer of Love, LIVE!

Celebrating the 50th Anniversary of Summer of Love
Sunday, 11 June 2017

The Family Stone & the Oakland Symphony

Monday, 12 June 2017

Paramount's Laser Spectacular, Featuring the Music of Pink Floyd

Tuesday, 13 June 2017

Tower of Power

Wednesday, 14 June 2017

Tower of Power

Thursday, 15 June 2017

The Ohio Players

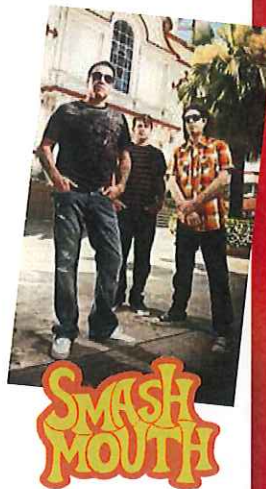
Friday, 16 June 2017

Smash Mouth

Saturday, 17 June 2017

Dia de la Feria

Sunday, 18 June 2017



About SMCF

About San Mateo County Fair

The Summer of Love is back! In celebrating the 50th anniversary of the Summer of Love, the San Mateo County Fair is bringing a piece of history back through concerts and themed exhibits as well as traditional events. There truly is something for everyone to enjoy this year at the San Mateo County Fair, where tradition meets innovation AND the Summer of Love!

Community Events at the Fair Include:

Disaster Preparedness Day, Senior Day and School Tours.

Prices

San Mateo County Fair is the best value for Summer entertainment and fun!

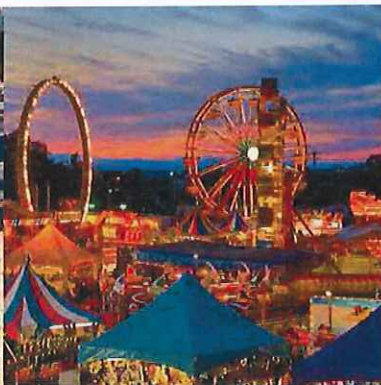
EARLY BIRD DISCOUNTS - PURCHASE BY 6/9

Adult	\$10
Senior (62+)	\$6
Junior (6-12)	\$8
5 and under	FREE
Season Pass Adult	\$22
Season Pass Senior (62+)	\$18
Season Pass Junior (6-12)	\$18
Carnival Wristband	\$28
Parking (per vehicle)	\$12

FAIR ADMISSION PRICING - AT THE GATE

Adult	\$12
Senior (62+)	\$8
Junior (6-12)	\$10
5 and under	FREE
Season Pass Adult	\$25
Season Pass Senior (62+)	\$20
Season Pass Junior (6-12)	\$20
Carnival Wristband (Mon-Thurs)	\$30
Carnival Wristband (Fri, Sat & Sun)	\$35
Parking (per vehicle)	\$12

Download the Fair App on iTunes, Google Play or the Fair's website at www.sanmateocountyfair.com!



Fun for the Entire Family!



Exhibits

From fine arts to selfie contests and everything in between, our exhibits really showcase all of the unique talents that members of our beloved community offer. Every year we work hard to hold true to our theme, "Where tradition meets innovation" by introducing new contests such as our home brewing competition while still holding true to traditional exhibits such as livestock. Come and show your support for crafters, makers and DIYers big and small from our community!



Carnival Rides

Butler Amusements, a family owned company for over forty years returns with popular rides including: The Zillerator Roller Coaster (the favorite ride at the Fair), The 1001 Nights, The Giant Ferris Wheel, Nitro, Zipper, Gravitron and more.



Animals

From the livestock and agriculture department to the baby and adult animals in the children's petting zoo, take advantage of this unique opportunity for children and adults to see and learn more about animals at the Fair.



Pig Races

Great American Racing Pigs. "Root" for your favorite pig racer. The pig races are one of the most popular and possibly the cutest attraction at the Fair. Their racing schedule is available on the Fair website.



Food

Fair food is delicious, healthy, messy, and even unusual. There is something for every taste. Fried Oreos, funnel cakes, Bubba's BBQ and alligator on a stick. The healthy options from our food vendors are equally delicious.



Concerts

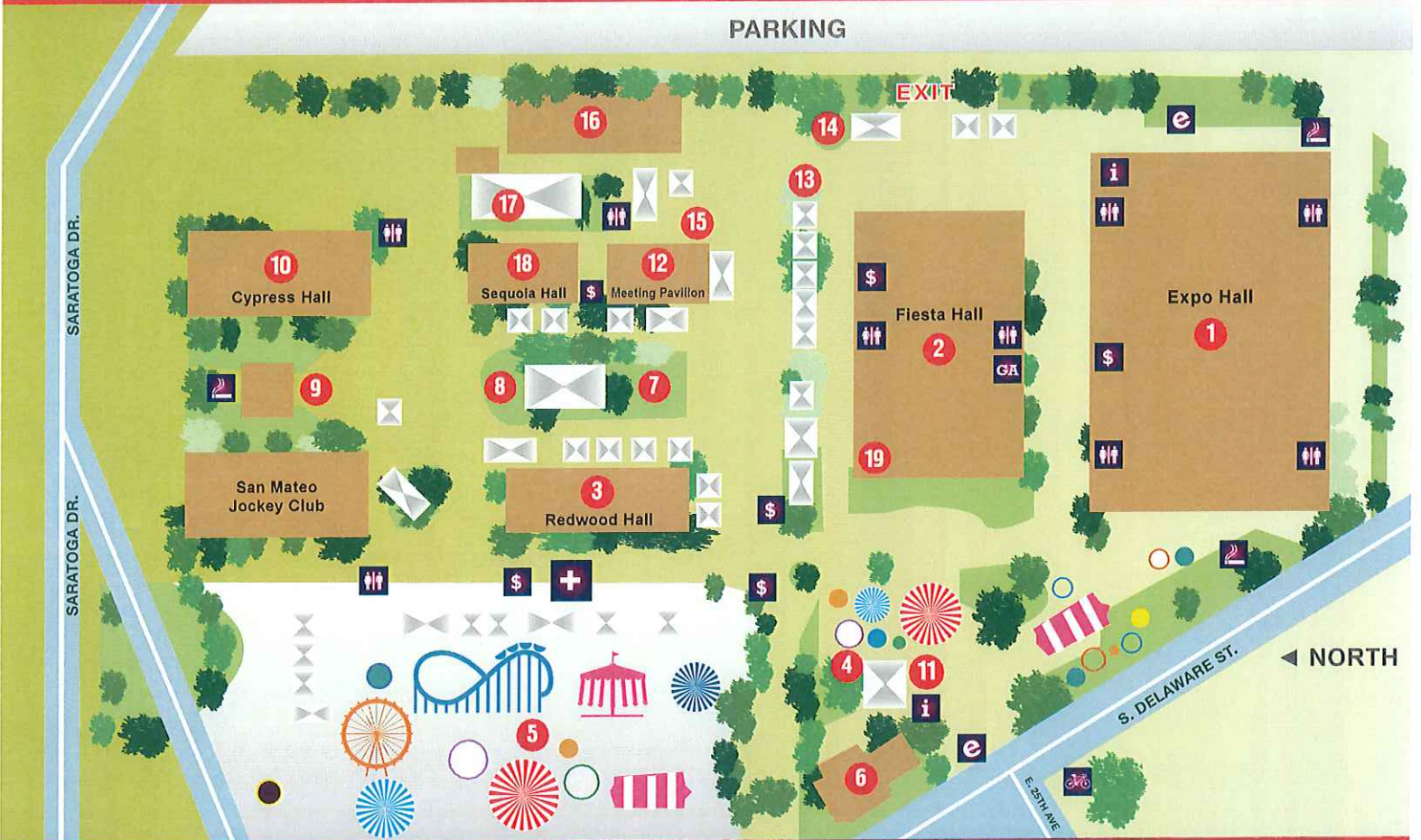
If you know anything about the Summer of Love, one word comes to mind, MUSIC! Our team has worked diligently to make sure our line-up brings back the feelings that came from this iconic time in our Bay Area history. One of the great things about our concert series is that they are indoors, take a break from the June heat, enjoy music and take a trip down memory lane.

Where Tradition Meets Innovation
www.sanmateocountyfair.com



2017

Your Map of the Fair



FAIR

- | | | | |
|---|---|---|--|
| <p>1 Expo Hall
Peninsula's Marketplace/Shopping
Tech Action Zone
Creative Home Arts
Fine Arts Galleria
Literary Stage
Culinary Arts
Youth Exhibits
Sustainable Living & Technology</p> | <p>2 Fiesta Hall
Concert Main Stage
Café/Gold Circle Entrance</p> <p>3 Redwood Hall
Floral Arts/Agriculture
Butterfly Adventure</p> <p>4 Kid's Carnival</p> <p>5 Carnival</p> <p>6 Administration Office</p> | <p>7 Central Mall Food Court</p> <p>8 Plaza Stage</p> <p>9 Pig Races</p> <p>10 Cypress Hall</p> <p>11 Mother's Tent</p> <p>12 Meeting Pavilion
Family Fun Zone</p> <p>13 Coors Light Blues & Brews Stage</p> | <p>14 Capt'n Jack Spareribs</p> <p>15 Great American Petting Zoo & Ad-Ventureland</p> <p>16 Livestock Pavilion</p> <p>17 Livestock Arena</p> <p>18 Sequoia Hall
Rainforest Adventure</p> <p>19 Domini Hoskins Black History Museum Exhibit</p> |
|---|---|---|--|

GUEST AMENITIES

- | | |
|------------------------------------|---------------------------|
| Restrooms | Entrance |
| ATM | Bicycle Parking |
| First Aid & Security | Info Booth/Guest Services |
| General Admission Concert Entrance | Smoking Area |

PDF Entry Information

Exhibitor Name: Kaitlyn Findley-Thorn

WEN: 1C1BF1

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: SMCF-Printed Marketing

Description: 2017 Fair SF Examiner Ad

Notes:

