

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Amador County Fair

Division # and Title: Division # 6 - Any Other Advertising Campaign Class# 1

Marketing Goal: Introducing the public to the number 1 small County Fair and all the fun that awaits them!

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

Counter/Table cards.

Who was your target market?

Families looking for a safe, affordable and fun experience without having to travel a great distance.

What was the reach?

The cards were distributed throughout Amador, El Dorado and Calaveras Counties.

What was the ROI or outcome

Our Fair was a huge success!



MOOVIN' & GROOVIN'

July 27 - July 30, 2017

Thursday 7/27 - Kids Day

Mutton Bustin 7:00 pm
Miss Amador Pageant 8:00 pm
Cripple Creek Band 7:00 & 9:00 pm

Friday 7/29 - Seniors Day

Wine Tasting* 7:00 pm
Spazmatics 8:00 & 10:00 pm
Hot Rod Truck and Tractor Pulls* 7:00 pm

Saturday 7/30 - Cattleman's Day

Foreigner Unauthorized 8:00 & 10:00 pm
CCPRA Pro Rodeo* 8:00 pm

Sunday 7/31 - Jr. Livestock Auction Day

Junior Livestock Auction 10:30 am
Destruction Derby* 6:00 pm
Clean Slate 7:30 & 9:30 pm

Special Exhibits & Entertainment

Mountain Men Camp • Miwok Village • 49er Kids Town
Pokerville Gold Mine • Antique Tractor Parade
Turn of the Century Sawmill • Frontier Town

**Additional Ticket Required*



Plymouth, California ★ 209.245.6921 ★ www.AmadorCountyFair.com

Celebrating California's Living History

Major Sponsor Jackson Rancheria Casino Resort



Hoggett-2017

PDF Entry Information

Exhibitor Name: Sherri Elliott

WEN: E2024F

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: Moovin & Groovin Counter Cards

Description:

Notes:
