

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

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

Who was your target market?

What was the reach?

What was the ROI or outcome

Division 6 - Any Other Advertising Campaign



Image of little girl/verbiage (above) was placed outside of the Valpak mailer envelope sent to 130,000 residents of the Antelope Valley. The image and call to action offer had to be compelling to get recipients to open the mailer to see how to win a pair of FREE A.V. Fair UNLIMITED Carnival Ride wristbands.

Antelope Valley Fair & Alfalfa Festival AUG. 18 - 27

CONCERT SERIES ON SALE NOW: AVFAIR.COM

FREE GRANDSTAND SEATS FOR ALL CONCERTS (except concert on 8/20)

Concerts start at 7:30pm, except 8/20, 7pm.

8/19 CAMEO THE S.O.S. BAND

8/20 THE DOOBIE BROTHERS

8/21 LA ARROLLADORA

8/24 COLE SWINDELL COMEDY TEAM WILLIAMS & REE

8/25 GABRIEL IGLESIAS

8/27 JON PARDI & ELI YOUNG BAND

FREE Grandstand seats w/paid Fair admission for concerts (except La Arrolladora Banda El Limon on 8/20, festival seating), Figure 8 race, and Rural Olympics/Fireworks.

ARENA EVENTS:

8/24 FIGURE 8 RACE - 7:30pm
Free w/paid Fair admission, 1st come, 1st seated.

8/26 RURAL OLYMPICS & FIREWORKS - 6:00pm
Free w/paid Fair admission, 1st come, 1st seated.

8/25 MONSTER TRUCKS - 7:30pm
NO Free Grandstands, a ticket is required
Tickets: \$15, \$20, \$25, \$30 (includes Fair admission)

8/27 DEMOLITION DERBY - 6:00 pm
NO Free Grandstands, a ticket is required
Tickets: \$15, \$20, \$25, \$30 (includes Fair admission)

Location Map (not to scale)
Locations subject to change.

FREE ENTERTAINMENT

4. Corona Carding Stage (Tribute Bands)
5. Camacho Auto Sales/Mitsubishi Hypnotist & Community Stage (Local talent, kid activities Sat/Sun.)
7. Valarta Supermarkets Variety Stage (Local bands, musicians)
8. La Plaza Que Buena 96.1: Nightly Dance Parties
9. H.W. Hunter Corral (Live Music, Line Dancing, KTRP)
17. 100.8 The Heat (dancing, giveaways)

FUN THINGS TO SEE & DO

6. Tech Tent
10. L.A. County Farm Bureau Community Hall (Small Animal Barn, poultry, rabbits, etc.)
11. A.V. Harley Davidson Legacy Hall (Flourishers, 4-H Exhibits, Outdoor Living)
12. Farm & Garden A.V. Rural Museum
13. Agriculture Mechanics (Ag Machinery)
14. Rusty Relics (Antique Engines)
16. R. Real Paris Show Area's Livestock (8/24, Barn: Kivians Jr. Livestock Auction)
- Pony Rides (Lilac Lawn)

SOUTH LAWN:

- New Camel Rides, Queens Reading Room
- Imagination Gallery (hands on science exhibits)
- Pacific Animal Productions (Reptiles)

PLACES TO KNOW

1. Van Dam Pavilion - Competitive Exhibits, Home Arts & Photography
2. H.W. Hunter Pavilion - Market Place Shopping
3. Miller Life Grandstand Arena (Antelope Valley Fair Concert Series & Rally Kia Arena Events)
4. ATIS
7. Antelope Valley Press Information Booth
7. Bar
8. Commercial Vendors
9. First Aid
10. Lost & Found Children
11. Restrooms
12. Sheriff's Fair Security

WIN! TWO (2) A.V. Fair UNLIMITED Carnival Rides Wristbands*

CODE: AVFAIR2017

Valid any 1 day at the A.V. Fair, 8/18 - 8/27/2017. *Does not include admission

1. Visit www.avfair.com
2. Click: "Win wristbands" panel on homepage
3. Enter promo code AVFAIR2017
4. Fill out form, Accept Terms/Conditions, Submit form!

Valid where prohibited. No Purchase Necessary.

FAIR ADMISSION: Pre-sale DAILY General Admission ticket: \$7 (sold until 9/17. As of 8/18: \$11) \$15 SEASON Pass: \$15 (sold online only, until 7/15) ALL Fair Info/Tickets: AVFAIR.COM

***DEADLINE TO ENTER:** July 31, 2017. **SAVE THIS FLYER TO REDEEM* FOR RIDE WRISTBANDS IF YOU WIN!** Wristbands to be redeemed by 8/17.

1. FACEBOOK

Post Details

Antelope Valley Fair
Published by Melissa Nichole (?) · July 5 · 🌐

"I can WIN UNLIMITED Carnival rides wristbands?!?"
It's TRUE!
The AV Fair is giving away Two (2) Unlimited Carnival Rides Wristbands (a \$70 value), valid any one (1) day during Fair (8/18-8/27)!!... See More

11,878 people reached [View Results](#)

👍❤️👏 255 27 Comments 37 Shares

👍 Like 💬 Comment ➦ Share

11,878 People Reached

362 Reactions, Comments & Shares

266 Like	246 On Post	20 On Shares
4 Love	4 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
5 Wow	4 On Post	1 On Shares
48 Comments	48 On Post	0 On Shares
38 Shares	37 On Post	1 On Shares

1,150 Post Clicks

183 Photo Views	131 Link Clicks	836 Other Clicks [#]
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NEGATIVE FEEDBACK

8 Hide Post 3 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

2. INSTAGRAM

avfairgrounds

Posted on Jul 5, 2017 at 4:55 PM

79 Likes	6 Comments	4 Saved
1,501 Impressions	1,093 Reach	89 Engagement

[What do these mean? ▾](#)

2. TWITTER

Tweet Activity

Antelope Valley Fair
@AVFairgrounds
The AV Fair is giving away Two (2) Unlimited Rides Wristbands valid any day during Fair!
Click for contest details:
<http://www.avfair.com/contest-form/>
pic.twitter.com/TrdpNNwHCl

Promote your Tweet
Your Tweet has 1,476 total impressions so far. Get more impressions on this Tweet!

[Promote your Tweet](#)

Impressions	1,476
Total engagements	37
Link clicks	19
Likes	6
Detail expands	5
Retweets	4
Profile clicks	3

Antelope Valley Fairgrounds
2017 Unlimited Rides Wristbands Promotion RULES
(code required to participate)

OFFICIAL PROMOTION RULES and TERMS AND CONDITIONS

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN OR CLAIM PRIZE. Promotion is open only to recipients of Valpak mailers sent 6/29/2017 to arrive in homes 7/5-7/10/2017 (see Eligibility).

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

THIS PROMOTION IS INTENDED FOR THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

By using our website and submitting our form you are consenting to the collection, use, disclosure, and transfer of your information as described in this Policy (and any Privacy Notices that apply to you). If you do not consent to the collection, use, disclosure and transfer of your information as described in this Policy (and any Privacy Notices that apply to you), you may not enter the 2017 Unlimited Rides Wristbands promotion.

This Promotion is sponsored solely by the Antelope Valley Fairgrounds (AV Fair). Any questions, comments or complaints regarding the Promotion must be directed to the Antelope Valley Fairgrounds. For a copy of these Official Promotion Rules, please visit: www.avfair.com or send your request by mail at 2551 West Ave. H., Suite 102 - Lancaster, CA 93536. ATTN: Melissa.

Promotion Name: A.V. FAIR/Valpak UNLIMITED RIDES WRISTBANDS!

1. PRIZE: Two (2) RCS Unlimited Rides Wristbands

Valid ALL ages, **any one (1) day during Fair** (8/18 – 8/27). DOES NOT include Admission.
Regular wristband price: \$35 (Value for 2 Unlimited Ride Wristbands: \$70)

ELIGIBILITY: This promotion is open only to recipients of approximately 130,000 Valpak mailers sent 6/29/2017 to arrive in homes 7/5-7/10/2017. The promotion is also only open to individuals who (i) are 18 years of age or older, (ii) legal residents of the 50 states of the United States, (iii) who are 32” tall at the time of entry. Participants between 32” and 42” must ride with a supervising companion (ticket required). For full ride height requirements visit: <http://www.rcsfun.com/rcs-midway/rides>

If you are not a legal resident of the United States, or you are not the required height as of time of entry, you are not eligible to enter this Promotion or to win a prize. Employees, contractors, officers and directors of Antelope Valley Fairgrounds, its affiliates, parent companies, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies; individuals employed by any of the fairgrounds and members of the immediate families (spouse and biological, adoptive or step-parents, grandparents, children, grandchildren and siblings, and each of their respective spouses regardless of where they reside) or households (whether related or not) of any of the above individuals are not eligible to participate in the AVF/Valpak Unlimited Rides Wristbands promotion or win the prize.

Any person who has won a prize (or whose household has won a prize) in any promotion by the AV Fairgrounds in the thirty (30) days prior to this promotion start date is not eligible to win a prize in this promotion.

Void where prohibited by law.

2. DESCRIPTION OF PROMOTION/HOW TO ENTER: Promotion begins on June 29, 2017 and ends at 11:59:00:00 p.m. on July 31, 2017 ("Entry Period"). **Participants MUST use code provided on flyer INSIDE Valpak envelope that features promotion details** mailed on 6/29/2017 - due in homes 7/5-7/10/2017.

How to Enter:

1. Visit avfair.com and click on the Win Wristbands panel on home page.
2. Enter promo code on AV Fair, 2-sided flyer, and fill out entire form.
3. Accept Terms and Conditions.
4. Submit form.

Entries shall be referred to interchangeably as "Entries" (in the plural) and singularly, as an "Entry". All Entries submitted in accordance with these Official Rules shall be collectively hereinafter referred to as the "Eligible Entries". Incomplete, duplicates or inaccurate Entries are void.

Limit: one (1) entry (email) per person during the entire Entry Period (6/29 – 7/31)

You must submit a valid code, full name, email address, and zip code. Entries with incomplete or invalid information will be disqualified.

This promotion is only held through www.avfair.com by the Antelope Valley Fairgrounds. Entries will not be accepted through ANY social media sites, telephone, email, direct mail, fax or any websites other than avfair.com.

Entrants may not enter using multiple emails, nor may entrants use any other device or artifice to enter multiple times or as multiple registrants. Entries are subject to any applicable restrictions or requirements listed herein. The Antelope Valley Fairgrounds is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems. The Antelope Valley Fairgrounds is not responsible for lost, late, undeliverable, damaged, stolen, garbled, delayed, misdirected, or incomplete entries or communications, regardless of cause. Multiple entrants are not permitted to share the same email address. Should multiple users provide the same email account to enter the Promotion and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an email by email provider or other organization which is responsible for assigning the email address or the domain associated with the submitted account. Proof of submission of an entry shall not be deemed proof of submission or receipt by the Antelope Valley Fairgrounds. The Antelope Valley Fairgrounds computer will be deemed the official time keeping device for the Promotion. Entries will be disqualified if found to be incomplete and/or if determined to be a prohibited multiple entry. Entries in excess of the above stated limit will be declared ineligible. The Antelope Valley Fairgrounds decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. All entry information become property of the Antelope Valley Fairgrounds and will not be acknowledged or returned.

By participating, you agree (a) to be bound by these Official Promotion Rules; (b) as between you and the Antelope Valley Fairgrounds (AV Fair), that the decisions of the Antelope Valley Fairgrounds are final on all matters relating to the Promotion; (c) you are not participating on behalf of any employer or third party; and (d) in the event that you do not comply with these Rules, you will be disqualified and your prize (if any) will be forfeited

3. PRIZE WINNER SELECTION AND NOTIFICATION:

On August 1, 2017, the Antelope Valley Fairgrounds will determine fifty (50) winners. Each will win two (2) RCS Unlimited Ride Wristbands.

PRIZE: Two (2) RCS Unlimited Ride Wristbands

Valid any one (1) day of the Antelope Valley Fair (8/18 - 8/27)

Regular wristband price: \$35 (Value for 2 Unlimited Ride Wristbands: \$70)

Prizes described above will be distributed in a random drawing from all emails submitted for the Unlimited Rides Wristbands promotion. Beginning on Tuesday, August 1st, the A.V. Fair will begin contacting winners of the AVF/Valpak Unlimited Rides Wristbands promotion. **THE WINNERS WILL BE NOTIFIED BY EMAIL with instructions on how to claim the wristbands.**

Winning entrants must reply to email sent by the Antelope Valley Fairgrounds with the word

“WRISTBANDS” (email will contain instructions on how to claim prize). The winning entrants will be contacted by the AV Fairgrounds through email so they may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules). The AV Fairgrounds decisions as to the administration and operation of the promotion and the selection of the potential winners is final and binding in all matters related to the promotion. **Failure to reply to the AV Fairgrounds email with the words “WRISTBANDS” within twenty-four hours (24) will result in disqualification and another winning entry (email) will be chosen.**

Potential Promotion winner is subject to verification, including verification of eligibility. If an entrant is unable to verify his/her information, the entrant will automatically be disqualified and their prize, if any, will be forfeited. **The A.V. Fair reserves the right to determine an alternate winner in accordance with these Official Rules in the event that that any winner is disqualified, cannot be contacted, or is deemed ineligible for any reason, or is not available to participate in any applicable Promotions events.**

Verification of Potential Winner: Each potential winner may be required to provide identification sufficient to show that he/she is the Authorized Account Holder of the email account used for entry, in the AV Fairgrounds sole discretion. Notification is deemed to have occurred immediately upon the initiation of the email communication the AV Fairgrounds uses to attempt to contact the potential winner(s). The AV Fairgrounds is not responsible for any changes to email accounts. The Promotion Entities are not responsible for and shall not be liable for late, misdirected or unsuccessful efforts to notify potential winners, If the potential winner does not claim the prize within the appropriate time given upon, the entrant will automatically be disqualified and their prize will be forfeited. **The contact notification (email) will include instructions on how to claim the prize.**

IMPORTANT!: Winners will be required bring the ORIGINAL, 3-panel A.V. Fair insert that was sent to them in the 6/29 ValPak Mailer to the A.V. Fairground's admin. office, (enter gate 2 or 3), until 8/11 to redeem for wristbands. Reproductions or copies of the insert will not be accepted.

As of 8/1-8/17/2017, winners are to go to the Antelope Valley Fair Administration office (enter Gate 2 off of W. Ave. H./Antelope Valley 14 Freeway) to redeem for wristbands. The A.V. Fair is located 2551 W. Ave. H., Ste. 102, Lancaster, CA 93536 (North end of the Turf Club building). Office hours: M-F, 8am-5:00pm. Phone: (661) 948-6060. Reproductions or copies of the insert will not be accepted.

As a condition of participating in the Promotion, entrants agree and acknowledge that in order to receive a prize and be deemed a winner, **entrants must sign official waiver forms** provided by the Antelope Valley Fairgrounds and agree to the terms herein, including but not limited to the prize conditions.

PDF Entry Information

Exhibitor Name: Wendy Bozigian

WEN: DE2700

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: A.V. Fair & Alfalfa Festival

Description:

Notes:

