

# 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#** \_\_\_\_\_

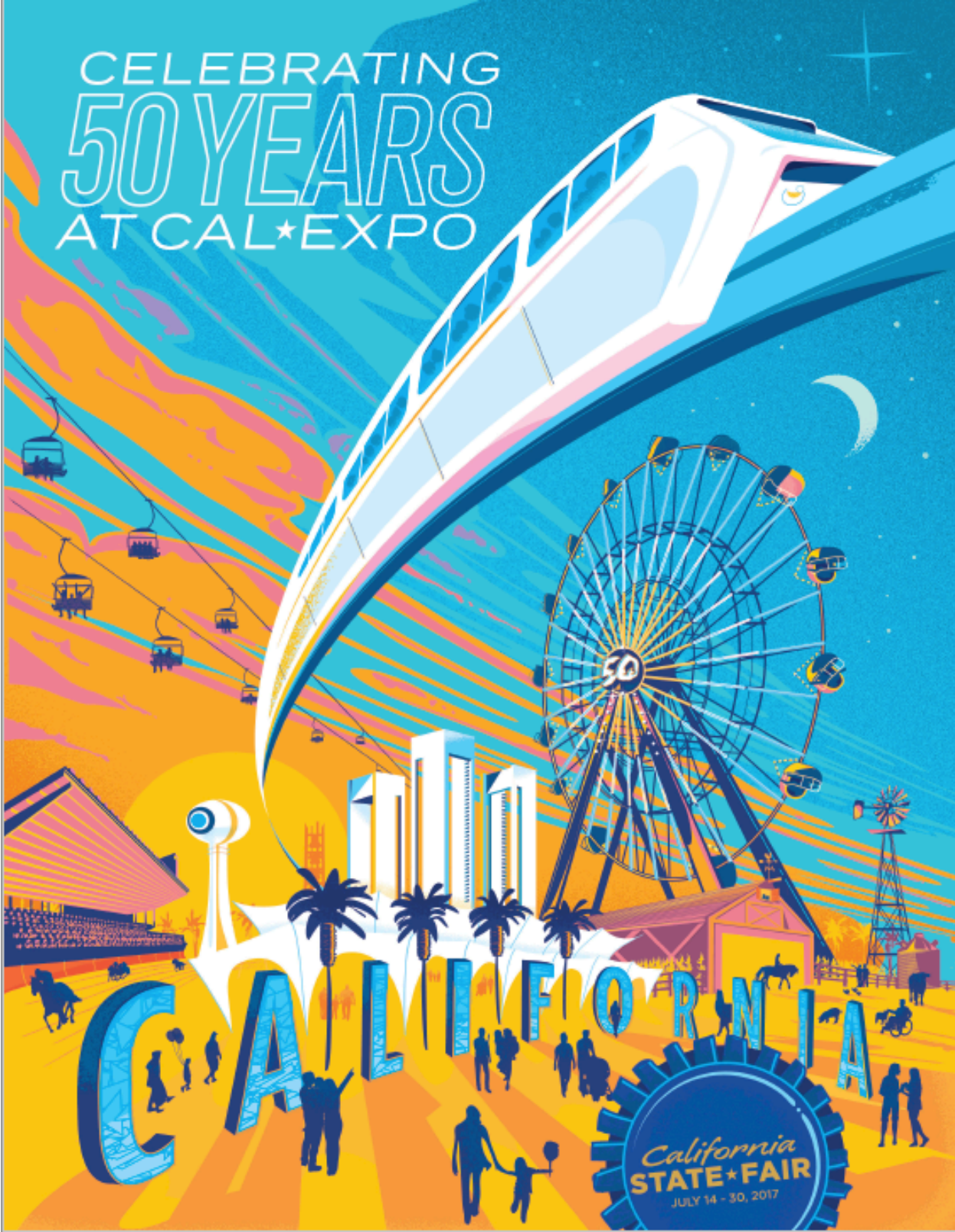
**Marketing Goal:** \_\_\_\_\_

**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**



Front

# JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
					<b>Senior Savings Day 14</b> 10:00** Opening Day Festivities 2:15** Horse Racing 6:00** Sheila E. 10:00** Fireworks	<b>15</b> 1:45** Horse Racing 1:45** Wienerschnitzel Wiener Dog Races 8:00** Sac Republic vs. CF Paduca 8:00** John Michael Montgomery 10:00** Fireworks
<b>16</b> 1:45** Horse Racing 5:00** Ballet Folklórico 7:00** Sale of Champions 8:00** Ozonatti	8:00** Lita Ford	<b>17</b> <b>Wells Fargo \$2 Rides For All &amp; Kids Free</b> Poppy's Birthday 2:10** Pie Eating Contest 8:00** Queen Nation: A Tribute to the Music of Queen	<b>18</b> 11:00** \$2 Taste of the Fair Ends 4** 8:00** Brian McKnight	<b>19</b> 11:00** \$2 Taste of the Fair Ends 4** 1:45** Horse Racing 8:00** Good Charlotte	<b>Military and Veteran Appreciation Day 20</b> 2:15** Horse Racing 6:00** Sister Sledge 10:00** Fireworks	<b>21</b> 1:45** Horse Racing 3:00** Best of California Brewfest 6:00** Corn Dog Eating Finals 8:00** Smash Mouth 10:00** Fireworks
<b>23</b> 10:00** Day of Flowers 1:45** Horse Racing 8:00** Eddie Money 8:00** Sac Republic vs. Seattle Sounders	8:00** Blues Traveler	<b>24</b> <b>Wells Fargo \$2 Rides For All &amp; Kids Free</b> 8:00** Arithon Lights	<b>25</b> 11:00** \$2 Taste of the Fair Ends 4** 8:00** Paperback Writer: The Beatles Experience	<b>26</b> 11:00** \$2 Taste of the Fair Ends 4** 1:45** Horse Racing 8:00** Toozie Atkins	<b>First Responders Appreciation Day 27</b> 2:15** Horse Racing 2:00** Swampunk at the Races 8:00** Belinda Carlisle 10:00** Fireworks	<b>Senior Savings Day 28</b> 11:00** Cornhole Championships 1:45** Horse Racing 8:00** The Marshall Tucker Band 10:00** Fireworks
<b>30</b> 1:45** Horse Racing 5:00** Apps for Ag 5:00** Janipoo 8:00** Melissa Etheridge	 <b>\$2 Rides For All &amp; Kids Free Tuesdays</b>	 <b>Military &amp; Veteran Appreciation Day First Responders Appreciation Day</b>	<b>Hours of Operation</b> Mon-Thu: 11am - 10pm Fri-Sun: 10am - 10pm Sun, July 30 - Gates close at 8pm	<b>Carnival</b> Mon/Wed/Thu: Opens at 2pm Tues/Fri/Sat/Sun: Opens at 11am	<b>Kids Park</b> Mon/Wed/Thu: Opens at Noon Tues/Fri/Sat/Sun: Opens at 11am	

## Advance Ticket Deals (Available through 7/13)

<b>Fun Pack</b> Includes 4 general admissions, 4 rides and 1 parking pass.	<b>\$44.99</b>
<b>Blue Ribbon Season Pass</b> Valid for daily State Fair admission, daily Raging Waters admission during the Fair, unlimited monorail rides, horse racing reserved seating and a coupon book. Photo ID required each time a season pass is used. (Adults only)	<b>\$39.99</b>
<b>Season Pass</b> Valid for daily State Fair admission and daily Raging Waters admission during the Fair. Photo ID required each time a Season Pass is used. (Adults only)	<b>\$29.99</b>

	Advance Price (Valid through 7/13)	Regular Price (Valid after 7/13)
<b>General Admission</b> (Ages 13-61)	\$10	\$12
<b>Senior Admission</b> (Ages 62+)	\$8	\$10
<b>Youth Admission</b> (Ages 5-12)	\$6	\$8
<b>Child Admission</b> (Ages 0-4)	Free	Free
<b>Unlimited Ride Wristband</b> (Mon-Thu)	\$28	\$30
(Fri-Sun)	\$28	\$35
<b>Parking</b>	\$15	\$15
<b>Coupon Book</b>	\$5	\$5

Visit [CAStateFair.org](http://CAStateFair.org) and  
download the **CAStateFair APP**



Pie Eating Contest



Sale of Champions



Concert Series



Stage



FIREWORKS



Facebook Grandstand

\*Times subject to change

Back

**PDF Entry Information**

**Exhibitor Name:** Don Callison

**WEN:** D5FBF0

**Division:** Section 1.3 - Media & Marketing

**Class:** 06 Any Other Advertising Campaign

**Title:** CA State Fair Media&Marketing

**Description:**

**Notes:**

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