

# 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**



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## California State Fair Blue Ribbon Brunch at the Farm

Join us for the 2017 Blue Ribbon Brunch at the California State Fair Kaiser Permanente Farm!

The Blue Ribbon Brunch is a farm-to-fork feast with the best fresh, local ingredients, and award-winning cheese, olive oils, and wines, from the California State Fair commercial competitions.

The 2<sup>nd</sup> Annual Blue Ribbon Brunch is Sunday September 10, 2017 from 10:30 a.m. until 1:30 p.m. The brunch will be held at the 3.5 acre California State Fair Kaiser Permanente Farm presented by Save Mart.

The Blue Ribbon Brunch features farm-to-fork inspired meals by the official chef of the California State Fair, Keith Breedlove. Participating chefs include Jill Campbell and just announced Santana Diaz Executive Chef at Legends, Golden One Center.

At this farm-to-fork event stroll through the Farm and enjoy award-winning wine and beer and mimosas! The California State Fair Blue Ribbon Brunch is a fundraiser for the Farm to provide guided school tours to children in grades K-6 from all over the region.

[For parking and directions, download the map here.](#)

[For questions, please call \(916\) 263-3276.](#)

**PURCHASE  
TICKETS**



### Chef Keith Breedlove

The Official California State Fair Chef and owner of the Cullinerdy Crüzer food truck. Chef Keith's creations are unique and delicious. He constantly challenges himself to bring out the flavor of local ingredients.



### Chef Jill Campbell

Former CA State Fair Pro Chef Challenge winner, Jill was Born and raised in Sacramento and is a stay at home mom to 4 boys and also runs her own Custom Cakes and Catering business from her home called Our Kitchen Table. She is always learning and testing new techniques to create exciting, beautiful, and delicious works of art.



### Chef Santana Diaz

Most recently joining the Legends Hospitality team from the newly erected Levi's Stadium in Santa Clara and as Head Chef for Super Bowl 50, Diaz has returned to our local food scene armed with plenty of enthusiasm as the Golden 1 Center Executive Chef!

**PDF Entry Information**

**Exhibitor Name:** Don Callison

**WEN:** 14E04F

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

**Class:** 07 Interim Event Rentals Innovativ

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

**Description:**

**Notes:**

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