

# 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**




# Colorado's State Fair

## Now Through Labor Day In Pueblo



**TONIGHT**



GARY ALLAN

**FRIDAY SEPT. 1**



ZZ TOP

**EVERYONE IS A KID Day**

Today All Fairgoers Pay Kids Gate Admission Price of Just

**\$7**

**FRIDAY & SATURDAY SEPT. 1-2**



MONSTER TRUCKS

**SATURDAY SEPT. 2**



DEMO DERBY

**ALTITUDE TICKETS** ALTITUDETICKETS.COM | 1.866.461.6556 | STATE FAIR BOX OFFICE

COLORADO STATE FAIR

**FREE** More Free To See


**FREE CONCERTS & ENTERTAINMENT**

Weatherford Stage, Americana, Tribute Band, Coca-Cola Stage

THIS BUD'S FOR YOU. Come see the Clydesdales in the Horse Show Barns

STILTY CIRCUS, SWIFT SWINE, WILD SCIENCE, SNAP BOOGIE

**SATURDAY SEPT. 2**



SKILLET

See all of the Entertainment Series @ [coloradostatefair.com](http://coloradostatefair.com)



# Colorado's State Fair **Aug 25 - Sept 4** In Pueblo

## ENTERTAINMENT SERIES

SOUTHWEST MOTORS EVENTS CENTER • BUDWEISER RODEO ARENA



FRIDAY  
AUG. 25

GABRIEL IGLESIAS

FRIDAY  
AUG. 25

Presented by  
PRCA RAM RODEO  
WITH JOE DIFFIE

SATURDAY  
AUG. 26

PRCA RAM ROCK'N RODEO  
WITH GARY ALLAN  
BRIAN HOWE

SUNDAY  
AUG. 27

PRCA RAM RODEO  
W/AMERICAN FREESTYLE BULLFIGHTS

MONDAY & TUESDAY  
AUG. 28-29

PRCA RAM RODEO

WEDNESDAY  
AUG. 30

RANCH RODEO  
W/HORSE RACES

THURSDAY  
AUG. 31

GARY ALLAN

FRIDAY  
SEPT. 1

ZZ TOP

FRIDAY & SATURDAY  
SEPT. 1-2

MONSTER TRUCKS

SATURDAY  
SEPT. 2

DEMO DERBY

SATURDAY  
SEPT. 2

SKILLET

SUNDAY  
SEPT. 3

HUNTER HAYES

SUNDAY SEPT. 3

CELEBRACION  
DE LOS CHARROS  
WITH LOS INVASORES DE NUEVO LEÓN

### FREE STAGE ENTERTAINMENT

Presented by The Pueblo Chieftain



### AG JOURNAL DISCOUNT

August 28th 4pm Matinee PRCA RAM Rodeo

Good for \$5 off event admission.  
August 28, 2017 at 4pm

Purchase and redeem at the  
State Fair Box Office only. Limit 2  
tickets per coupon. No refunds  
or replacements. Not good with  
any other offers or discounts.

# \$5<sup>00</sup> OFF



ALTITUDETICKETS.COM | 1.866.461.6556 | STATE FAIR BOX OFFICE

[coloradostatefair.com](http://coloradostatefair.com)

**Coca-Cola**

**\$2 Off**  
**Gate Admission**

With purchase of  
2 Coke 20oz or 2-Liters.

**Valid Sat Aug 26 & Sat Sept 2**  
Redeem at Gates 3, 5, or 9

 **Colorado's State Fair**  
**Aug 25-Sept 4 In Pueblo**  
[coloradostatefair.com](http://coloradostatefair.com)  
Not good with any other offer

Front

**Coca-Cola**

 **Colorado's State Fair**  
**Aug 25-Sept 4**  
*In Pueblo*

- Rodeo, Monster Trucks, Concerts, and MORE!
- Free Stage Entertainment
- Daily Discount Deals
- Carnival Rides
- Free Attractions

Get all the info you need to know:  
[coloradostatefair.com](http://coloradostatefair.com)

 Find us on **facebook.**  **Instagram**  
 **Pinterest**

**More Free To See**

Back

Coupon created to hang around neck of Coca-Cola bottles.



**Colorado's State Fair** August 25 - September 4 Pueblo  
**GROUP SALES DISCOUNTS**  
 Admission & Carnival Ride Tickets  
 Offer Expires August 14, 2017  
 Ask About Group Leader Benefits!

Mail to or drop off: State Fair Box Office, 1001 Beulah, Pueblo, CO 81004 or fax to: (719)566-1363 For more information call (719) 404-2070

Group/Organization Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Street Address (No P.O. Boxes) \_\_\_\_\_ Phone: \_\_\_\_\_  
 City, State & Zip Code \_\_\_\_\_ E-mail Address: \_\_\_\_\_

By providing your email address you agree to receive future emails for Group Sales & State Fair promotions.

| Group Sales Ticket Prices  | PRICE | QUANTITY  | TOTAL   |
|--|-------|---|---------|
| Daily Gate Admission is \$10 for Adults and Kids (ages 5-12) (excludes One Price Wednesday, Aug 30)<br>Kids Ages 4 and under FREE (grounds only) | \$5   |   |         |
| One Day Carnival Pass <b>\$30 Value!</b> (excludes One Price Wednesday, Aug 30)  | \$25  |   |         |
| 11 Day <b>Magic FM</b> Mega Ride Pass (Includes Gate Admission for 11 Days: Non-Transferable) <b>\$440 Value!</b>                                | \$98  |   |         |
|  |       | <b>Sub-Total</b>                                  |         |
|  |       | <b>Shipping/Handling (Have your Order Mailed)</b> | \$10.00 |
|  |       | <b>Or Handling Only (Pick up at Box Office)</b>   | \$5.00  |
| <b>A minimum purchase of \$250 is required to receive Group Sales discounts.</b>   |       | <b>Total Amount of Order \$</b>                   |         |

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**For Office Use Only**

Date Order Received \_\_\_\_\_ Date Order Picked Up/Mailed \_\_\_\_\_

Group sales advertisement

**PDF Entry Information**

**Exhibitor Name:** Trisha Fernandez

**WEN:** EFBF38

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

**Class:** 03 Printed Marketing Campaign

**Title:** Fair Printed Marketing Samples

**Description:** Samples of various printed materials to advertise 2017 Colorado State Fair.

**Notes:**

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