# 2017 Western Fairs Association Achievement Awards Program Marketing \& Media Form 

Please submit this form for each division indicated with
Fair Name: Napa County Fair
Division \# and Title: 8 Fairtime Innovative Marketing Strategy class\# 1
Marketing Goal: To appeal to our parade-goers the nostalgic memories they can make at the County Fair in Calistoga.

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

We branded popsicle stick fans to promote the fair during the parade and our board members distributed 2,500 of them to parade-goers.

## Who was your target market?

Our target market were any persons in attendance of the parade in Calistoga, held right before the fair on the 4th of July, typically an audience of over 5,000 people.

## What was the reach?

2,500 fans were distributed

## What was the ROI or outcome

The fans were extremely well received, so much so that we actually ran out them. Guests loved the practicality of the promotion and appreciated a reprieve from the summer heat. Our gate attendance immediately following the parade spiked significantly as large lines formed, with many guests fanning themselves with our promotion item. At a cost of approximately $\$ 1$ per fan, we only needed 100 guests to make the ROI worthwhile....and we exceeded that. In the first hour after opening, we sold 996 admissions, our biggest opening ever.

Division 8
Class 1 Napa County Fair


Front

Back


Division 8
Class 1 Napa County Fair


Parade Attendees with fans


## Division 8

Class 1 Napa County Fair


Parade Participants with fans


Division 8
Class 1 Napa County Fair


Fairgoers still with their fans


## PDF Entry Information

Exhibitor Name: Carlene Moore
WEN: A7F406
Division: Section 1.3 - Media \& Marketing
Class: 08 Fairtime Innovative Marketing s
Title: Parade Fans
Description: Popsicle stick fans

Notes:

