

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Marketing & Media FORM FOR DIVISIONS 1 – 8

Fair Name: Marin County Fair

Division #: 8 Title: Fairtime - Innovative Marketing Strategy / Concept Class #: 2

- **Marketing Goal:** *The Marin County Fair: Let the Funshine In!* celebrated the 50th anniversary of the Summer of Love emphasizing Marin's dedication to the things we value most in our community, Family, Art, Agriculture and the Environment. This Fair celebrated that 1967 spirit with music, art, fashion and more featuring tie-dye and macramé competitions, Flower Power floriculture, Groovy/Psychedelic and Abstract art and photography, and daily 60s fashion parades.

**Our overall marketing strategy took advantage of the *Summer of Love* theme and infused it into all our outreach efforts from concerts, to competitive exhibits, to contests.**

We "transported" fairgoers to far-away places, exotic landscapes, surreal and psychedelic worlds, and more through our popular virtual reality stations. Virtual Reality is the new computing medium where you can create, experience, and discover distant and fantasy worlds in immersive experiences. Our fairgoers visited the Taj Mahal, swam with dolphins, and stepped back into time as they visited the Summer of Love. Two of the featured Fair concerts are by bands who played at the original Fantasy Fair and Magic Mountain Music Festival in 1967: The 5th Dimension and Sons of Champlin. On our community stage we featured It's a Beautiful Day and Cryptical, both local bands from the 60s. Our hands-on art projects featured Mellow Yellow Kaleidoscopes, Mandala Spin Art and our vintage VW bus photo time machine let fairgoers don beads and peace symbols for selfies and photos. The *Summer of Love* competitive exhibit categories were a huge hit and drew much attention in our marketing efforts.

- **Form of Promotion (what type of promotion was it and where did it appear):** We produced an integrated marketing strategy that incorporated print, email, social media and broadcast. Color ads were placed in local newspaper media outlets including the Marin Independent Journal, San Francisco Chronicle, Pacific Sun, Bohemian, Tiburon Ark, Marina Times, San Francisco Examiner, Point Reyes Light, Kids Scoop News, Marin Magazine, Marin Open Studios Guide, Edible Marin and Fast Forward. We created a thorough email campaign which incorporated dedicated eblasts as well as our monthly newsletter aiming at the Summer of Love features of the Fair and encouraging fairgoers to submit competitive exhibits and enter the Fair.
- **Who was your target market?** Our target market was an audience nostalgic for the *Summer of Love* and the creativity and innovation that came out of that generation who valued art and music. We also targeted teens and millennials who have a current interest in art and music and an interest in the impact of the music scene in Marin County throughout the decades. Our outreach for the competitive exhibits included artists, families, schools, and more.
- **What was the ROI or outcome?** The outcome was an incredible success as we saw tie-dye as far as the eye could see. Our performers wore tie-dye in their performances, guests rock and rolled to our groovy concerts, our Summer of Love special exhibit was one not to miss, and the overall spirit of the Fair harkened back to the Summer of Love.

Some post-Fair stats:

- 118,020 total Fair attendance
- 11,146 free children including 6,400 on Kids Free Day (June 30)
- \$1,649,202 in Admissions revenue
- Some 28,000 people celebrated their Fourth of July at the Fair
- More than 13,500 items were entered in the Competitive Exhibits program from Fine Art to Cookies and Cakes to Tie-dyed garments and Trash to Treasure creations
- More than 2200 people watched the liquid light show in the Showcase Theater
- 129 artworks sold in Fine Art and Exhibits
- \*More tie dye garments worn over the five days of the Fair since the Summer of Love in 1967  
\*(not statistically verified)



# VARIN COUNTRY FAIR

**ARE YOU  
FEELING  
GROOVY?**

Enjoy our special  
Summer of Love  
featured events  
at the Fair!

Fantasy Fair Special Exhibit –  
on view in the Exhibit Hall  
Psychedelic Liquid Light  
Show – daily at 6pm in the  
Showcase Theater

Virtual Reality  
Mandala Spin Art Making  
Mellow Yellow  
Kaleidoscope Making  
Hippie Photo  
Time Machine  
And MORE!



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# VARIN COUNTRY FAIR

Join us for  
Kids Day at the Fair  
on June 30th!

Kids under  
**12**  
are FREE!



Let the  
Funshine In!

Run the 1k Fun Run  
Ride the carnival rides  
Enjoy the fireworks

**JUNE 30-JULY 4, 2017 | VARINFAIR.ORG**

# MARIN COUNTY FAIR

# WE ♥ ART!

The Marin County Fair Fine Art Show has been a tradition for decades and is one of the best of any county fair in California. The popular 800-piece exhibit features paintings, mixed media,



sculpture, glass, jewelry, furniture, digital art, and photography.

Get your groove on and shop artfully at the Fair's beloved Green Room Gallery.

With original artworks, crafts, jewelry, woodworks, silk scarves and more by some 35 hand-selected local artists there's something for everyone.

The exhibit and Green Room Gallery are located in the Redwood Foyer of the Marin Veterans' Memorial Auditorium.



# MARIN COUNTY FAIR

# GET THE FUNSHINE

## ARE YOU FEELING GROOVY?

Buy your Marin County Fair tickets NOW for the best prices. The first 5000 tickets have extra discounted pricing and NO service fees.

Adults \$12 • Children \$10 • Seniors \$10

Valid online only [tickets.marincenter.org/fair](http://tickets.marincenter.org/fair)

# JUNE 30-JULY 4

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# JUNE 30-JULY 4

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# MARIN COUNTY FAIR

## GET THE FUNSHINE IN



Ann Wilson of Heart



The 5th Dimension

Friday, June 30  
7:30pm  
Ann Wilson of Heart



The Commodores

Saturday, July 1  
7:30pm  
The 5th Dimension  
3pm Willie K



UB40

Sunday, July 2  
7:30pm  
The Commodores  
3pm The Liberators



The Happy Together Tour

Monday, July 3  
7:30pm UB40  
Tuesday, July 4  
7:30pm  
The Happy Together Tour  
3pm  
Sons of Champlin

FREE CONCERTS  
CARNIVAL RIDES  
FIREWORKS  
FINE ART  
FARM ANIMALS

TICKETS ON SALE NOW!

JUNE 30-JULY 4 | MARINFAIR.ORG

# MARIN COUNTY FAIR

## GET THE FUNSHINE IN

### The Healthiest Fair on Earth!

#### Nutrition Facts

Serving Size 1 Fair

Run the Fun Run 10%

Drink lots of water 10%

Wear sunscreen 10%

Rest at the Baby Sanctuary 10%

Eat healthy foods 10%

Limit high sugar snacks 10%

Wash your hands 10%

Recycle and compost 10%

Pick up trash 10%

Avoid alcohol & cigarettes 10%

**Healthy Fair 100%**

TICKETS ON SALE NOW!

FREE CONCERTS  
CARNIVAL RIDES  
FIREWORKS ✨ FINE ART  
FARM ANIMALS  
MARINFAIR.ORG

JUNE 30-JULY 4

**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** D4C08E

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

**Class:** 08 Fairtime Innovative Marketing s

**Title:** Marin County Fair

**Description:**

**Notes:**

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