

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

PRINT ADVERTISING PIECES



CONCERT SERIES

- 9.1 **NICKELBACK**
WITH DAUGHTRY
- 9.2 **LADY ANTEBELLUM**
WITH KELSEA BELLERINI & BRETT YOUNG
- 9.3 **STEVEN TYLER**
WITH THE LOVING MARY BAND
- 9.4 **END OF SUMMER BASH—FREE!**
WASHINGTON'S FAVORITE SIPS & SOUNDS
- 9.8 **RODEO & GRANGER SMITH**
DANCIN' IN THE DIRT PARTY
- 9.9 **RODEO & EASTON CORBIN**
DANCIN' IN THE DIRT PARTY
- 9.11 **MELISSA ETHERIDGE**
M.E. LIVE
- 9.13 **MASTERS OF ILLUSION**
MAGIC SHOW
- 9.14 **THE BEACH BOYS**
- 9.15 **I LOVE THE 90'S**
WITH SALT-N-PEPA, VANILLA ICE,
COLOR ME BADD AND TONE LOC
- 9.16 **HANK WILLIAMS, JR.**
WITH THE CADILLAC THREE
- 9.17 **FIESTAS PATRIAS—FREE!**
- 9.18 **CASTING CROWNS**
WITH MATTHEW WEST
- 9.20 **THOMAS RHETT**
WITH MICHAEL RAY
- 9.21 **MODEST MOUSE**
WITH BUILT TO SPILL
- 9.22 **EARTH, WIND & FIRE**
- 9.23 **MARLON WAYANS**
COMEDY SHOW
- 9.24 **JASON ALDEAN**
WITH KANE BROWN

Washington

STATE FAIR

DO THE PUYALLUP!

SEPT. 1-24

CLOSED TUESDAYS & SEPT. 6



PIERCE COUNTY THURSDAYS!



Do The Puyallup every THURSDAY!

BUY ONE, GET ONE FREE

Any Thursday Get BOGO Gate Admission

Take to any ticket booth to purchase one ticket and a friend gets a complimentary ticket. Offer only valid Sept. 7, 14 & 21.

Limit of one discount per person, per day. Cannot be combined with any other offer. Expires 9/21/17. Must present Valpak coupon. CODE: Valpak

2-FOR-1 THURSDAY SHOWS

Grandstand shows are 2-for-1 on regular ticket price, valid day of show only. Purchase onsite at the Box Office.

9/7 • Rodeo Playoffs, 6:30PM
9/14 • Beach Boys, 7:30PM
9/21 • Modest Mouse with Built to Spill, 7:30PM

Limit of 8 tickets per coupon, while supplies last. Cannot be combined with any other offer. Expires 9/21/17. Must present Valpak coupon. CODE: Valpak

THIRSTY THURSDAYS

Get 8, 5 Ounce Samples and a Collectible Glass for just \$30.

Enjoy 24 taps of Washington craft beer & cider. Available in the new Brew Park (near Blue Gate), 4PM-9:30PM.
Offer only valid Sept. 7, 14, & 21, 2017.

BONUS! The first 1,000 guests each Thursday receive a fun "Do The Puyallup" reusable bag!

Washington STATE FAIR

RODEO

Presented by O'Reilly

9.7	6:30PM —	THURSDAY EVENING	
9.8	6:30PM —	FRIDAY EVENING	
9.9	1:00PM —	SATURDAY MATINEE	
9.9	6:30PM —	SATURDAY EVENING	
9.10	1:00PM —	PUYALLUP FINALS	

Washington

STATE FAIR

DO THE PUYALLUP!

SEPTEMBER 1-24

CLOSED TUESDAYS & SEPT. 6



PIERCE COUNTY THURSDAYS!



Do The Puyallup every THURSDAY!

BUY ONE, GET ONE FREE

Any Thursday Get BOGO Gate Admission

Take to any ticket booth to purchase one ticket and a friend gets a complimentary ticket. Offer only valid Sept. 7, 14 & 21.

Limit of one discount per person, per day. Cannot be combined with any other offer. Expires 9/21/17. Must present coupon. CODE: TNT17

2-FOR-1 THURSDAY SHOWS

Grandstand shows are 2-for-1 on regular ticket price, valid day of show only. Purchase onsite at the Box Office.

9/7 • Rodeo Playoffs, 6:30PM
9/14 • Beach Boys, 7:30PM
9/21 • Modest Mouse with Built to Spill, 7:30PM

Limit of 8 tickets per coupon, while supplies last. Cannot be combined with any other offer. Expires 9/21/17. Must present coupon. CODE: TNT17

BONUS! The first 1,000 guests each Thursday receive a fun "Do The Puyallup" reusable tote!

THE NEWS TRIBUNE

the news tribune.com

THEFAIR.COM

PRINT ADVERTISING PIECES

Washington
STATE FAIR
DO THE PUYALLUP!

PIERCE COUNTY THURSDAYS! Presented by 

BUY ONE, GET ONE FREE

Any Thursday Get BOGO Gate Admission

Take to any ticket booth to purchase one ticket and a friend gets a complimentary ticket. Offer only valid Sept. 7, 14 & 21.

Limit of one discount per person, per day. Cannot be combined with any other offer. Expires 9/21/17. Must present Valpak coupon. CODE: Home17

2-FOR-1 THURSDAY SHOWS

Grandstand shows are 2-for-1 on regular ticket price, valid day of show only. Purchase onsite at the Box Office.

9/7 • Rodeo Playoffs, 6:30PM
9/14 • Beach Boys, 7:30PM
9/21 • Modest Mouse with Built to Spill, 7:30PM

Limit of 8 tickets per coupon, while supplies last. Cannot be combined with any other offer. Expires 9/21/17. Must present Valpak coupon. CODE: Home17

THIRSTY THURSDAYS

Get 8, 5 Ounce Samples and a Collectible Glass for just \$30.

Enjoy 24 taps of Washington craft beer & cider. Available in the new Brew Park (near Blue Gate), 4PM-9:30PM.

Offer only valid Sept. 7, 14, & 21, 2017.

Washington
STATE FAIR
DO THE PUYALLUP!

SEPT. 1-24
CLOSED TUESDAYS & SEPT. 6

Presented by  **PIERCE COUNTY THURSDAYS!**



Do The Puyallup every THURSDAY!

BUY ONE, GET ONE FREE

Any Thursday Get BOGO Gate Admission

Take to any ticket booth to purchase one ticket and a friend gets a complimentary ticket. Offer only valid Sept. 7, 14 & 21.

Limit of one discount per person, per day. Cannot be combined with any other offer. Expires 9/21/17. Must present this coupon. CODE: Above

2-FOR-1 THURSDAY SHOWS

Grandstand shows are 2-for-1 on regular ticket price, valid day of show only. Purchase onsite at the Box Office.

9/7 • Rodeo Playoffs, 6:30PM
9/14 • Beach Boys, 7:30PM
9/21 • Modest Mouse with Built to Spill, 7:30PM

Limit of 8 tickets per coupon, while supplies last. Cannot be combined with any other offer. Expires 9/21/17. Must present this coupon. CODE: Above

THIRSTY THURSDAYS

Get 8, 5 Ounce Samples and a Collectible Glass for just \$30.

Enjoy 24 taps of Washington craft beer & cider. Available in the new Brew Park (near Blue Gate), 4PM-9:30PM.

Offer only valid Sept. 7, 14, & 21, 2017.

BONUS! The first 1,000 guests each Thursday receive a fun "Do The Puyallup" reusable bag!

 **ColumbiaBank CONCERT SERIES**

 SEPT. 1 NICKELBACK WITH DAUGHTRY	 SEPT. 3 STEVEN TYLER WITH THE LOVING MARY BAND	 SEPT. 16 HANK WILLIAMS, JR. WITH THE CADILLAC THREE
 SEPT. 20 THOMAS RHETT WITH MICHAEL RAY	 SEPT. 22 AN EVENING WITH EARTH, WIND & FIRE	 SEPT. 24 JASON ALDEAN WITH KANE BROWN

For full concert lineup visit **THEFAIR.COM**

Washington
STATE FAIR
DO THE PUYALLUP!

SEPT. 1-24
CLOSED TUESDAYS & SEPT. 6

Presented by  **PIERCE COUNTY THURSDAYS!**



Do The Puyallup every THURSDAY!

BUY ONE, GET ONE FREE

Any Thursday Get BOGO Gate Admission

Take to any ticket booth to purchase one ticket and a friend gets a complimentary ticket. Offer only valid Sept. 7, 14 & 21.

Limit of one discount per person, per day. Cannot be combined with any other offer. Expires 9/21/17. Must present this coupon. CODE: MtnMist

2-FOR-1 THURSDAY SHOWS

Grandstand shows are 2-for-1 on regular ticket price, valid day of show only. Purchase onsite at the Box Office.

9/7 • Rodeo Playoffs, 6:30PM
9/14 • Beach Boys, 7:30PM
9/21 • Modest Mouse with Built to Spill, 7:30PM

Limit of 8 tickets per coupon, while supplies last. Cannot be combined with any other offer. Expires 9/21/17. Must present this coupon. CODE: MtnMist

FREE BENDIWARE GLASS

 The first 1,000 guests to visit any of the three Mountain Mist fair booths on Thursdays will receive a FREE bendiware glass!

#PartyBigWA **THEFAIR.COM**

PROMOTIONAL GIVEAWAY ITEM



PDF Entry Information

Exhibitor Name: Kayla Thomas

WEN: 8FCB3E

Division: Section 1.3 - Media & Marketing

Class: 08 Fairtime Innovative Marketing s

Title:

Description:

Notes:

