

# 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**

ONCE A YEAR WE GET TOGETHER AND EXPERIENCE  
SOME OF THE BEST MOMENTS IN LIFE. IT'S WHEN  
MOMS AND DADS HOLD HANDS (AND HOLD BABIES).  
FIRST DATES LAST FOR HOURS. STROLLERS BECOME  
SLEEPERS. AND SCREAMING THAT STARTS ON A RIDE  
DOESN'T END UNTIL THE ENCORE.  
THE BEST 17 DAYS OF  
SUMMER ARE BACK  
JULY 14TH - 30TH.  
RIGHT HERE AT CAL EXPO.

# EAT GOURMET ON A stick

Visit [CAStateFair.org](http://CAStateFair.org) for tickets & download the APP for much more.



**PDF Entry Information**

**Exhibitor Name:** Don Callison

**WEN:** 0579B6

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

**Class:** 03 Printed Marketing Campaign

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

**Description:**

**Notes:**

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