

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: _____ (Example: Small Fair = Class 1)

DIVISION: _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

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The Alameda County Fair is kicking off TODAY in #Pleasanton! Have you got your tickets yet?
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ALAMEDA COUNTY FAIR
JUNE 16-JULY 9
BEST. SUMMER. EVER.

Alameda County Fair 2017, Pleasanton, CA
Get hyped for The Annual Alameda County Fair this summer! Bring your family and friends to see amazing shows, enjoy rides, and amazing food and...
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Get ready for the Best. Summer. Ever.
Alameda County Fair is back June 16-July 9 and promises big bang for the buck. Fair kicks off with a real, live Cattle Drive for its extra-long, 20-day run. Rock out at the Big O Tires Concert Series featuring top performers as Sugar Ray, Wynonna, Clint Black and Sheila E to name a few. Plus, live action sports, horse racing, wine & beer festivals, 4th of July Fireworks, great food and much more.
Visit the profile link to get your tickets! 📄
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Visit the link below to get your tickets! 🎫

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hurricane YAS!!! My friends and I are going the last week, and we are SO excited!

64 likes
JUNE 18
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 **Yelp East Bay** @YelpEastBay · Jun 8

Get ready for the Best. Summer. Ever. at the #AlamedaCountyFair happening June 16-July 9 in #Pleasanton! 🍌

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ALAMEDA COUNTY
FAIR
JUNE 16-JULY 9
BEST. SUMMER. EVER.

1 reply 1 like



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Alameda County Fair 2017


Festivals & Fairs



Alameda County Fairgrounds
 4.5 stars 178 reviews
 4501 Pleasanton Ave
 Pleasanton, CA 94566
 (925) 426-7600

From: Friday, Jun 16, 11:00 am
To: Sunday, Jul 9, 11:00 pm
[Add to Calendar](#)

\$25.00 - \$50.00 · [Get tickets](#)



What/Why:
 Get hyped for The Annual Alameda County Fair this summer! Bring your family and friends to see amazing shows, enjoy rides, and amazing food and drinks!

Days Close: June 19, 20, 26, 27

Carnival Hours
 Wed - Thurs: Noon - Closing
 Fri - Sun: 11am - Closing
 July 3 & 4: 11am - Closing

4th of July Fireworks Spectacular
 Featuring Oakland East Bay Symphony sponsored by Fremont Bank
 4th of July - 9:30pm - Budweiser Grandstand

Concerts
 Big O Concert Series Presents: Nightly at 8pm

Who's in? 451 responses

- Emily H.** 115 likes 153 Elite '17
- Vee W.** 1 like 30
- Princess K.** 6 likes 0

Sounds Cool 298 responses

- Darrell S.** 316 likes 66



Olivia C.
 Alameda, CA
 300 friends
 312 reviews
 1740 photos
 Elite '17

7/2/2017
 1 check-in

First of all, thank you Yelp and the Alameda County Fair for my 4 free admission tickets and free parking! Being Elite is definitely sweet!

Jason and I got to the fair close to 2 pm. Our parking ticket said to park in lot 12 so we didn't turn with everyone else into the first lot (lot 8). We were able to turn the corner and turn into the furthest blue lot. There was plenty of parking at the time and since it wasn't too hot, we decided to forego the parking tram and just walk to the gate.

Once at the gate, there's two lines; the left is for people who need to purchase tickets and the right is for people who already have them. Both lines moved fairly quickly given how many people were there. There is a security area and they checked my nap sack and I went through a security machine and then it was off to the fair!!

Jason and I literally went to everything. What started at 2 pm ended at 11 pm when they closed! The shops, both indoor and outdoor, are worth checking out. Some of the outdoor shops are things you'd see at other fairs (hats, toys, cell phone accessories) while the indoor shopping had some innovative items as well as some As Seen on TV.

The food choices seemed a little limited at first but once we'd walked the whole fair, we realized there's a good variation of American eats (hot dogs, skewers, ribs) as well as Mexican food (tacos, shrimp cocktails, etc.) For those familiar with food trucks, Southern Comfort Kitchen was there as well. We ended up having BBQ; I got the BBQ beef sandwich and a corn and Jason got the rib dinner plate with double beans. We were so filled that we couldn't quite finish everything!

Discuss This Event

Email me about updates

- Bevin H.** San Ramon, CA
 59 friends 172 reviews
 Elite '17
 Looking forward to hot event in the Tri-Valley! 6/14/2017
- connie c.** Stockton, CA
 33 friends 92 reviews
 Love the fair, 6/17/2017
- Stanley J.** Hercules, CA
 24 friends 136 reviews
 Corn dogs!!!! 6/18/2017
- Ralph A.** Oakland, CA
 145 friends 104 reviews
 Elite '17
 Sounds like fun. I'm in! 6/20/2017
- Treva D.** Union City, CA
 0 friends 10 reviews
 Going this weekend. Gotta have their corn dogs ... mmmmm. 6/28/2017
- Clarissa S.** El Cerrito, CA
 86 friends 24 reviews
 I would like to go 6/28/2017
- Cindy M.** Sacramento, CA
 16 friends 95 reviews
 Elite '17
 I heard there's a group for this event! 6/29/2017

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: BCA245

Division: Section 2 - Innovation & Managemen

Class: 17 New Sponsorship Program

Title: Alameda County Fair

Description:

Notes:

