

# 2017 Western Fairs Association Achievement Awards Program

## Section 2 – Innovations & Management Excellence

**Fair Name:** The Big Fresno Fair

**Division # and Title:** Division 17 – New Sponsorship: iHeart Media Sponsorship of 4.0 & Above

**Class:** 4 – Mega Fair

### **What Was The Goal?**

The Big Fresno Fair's goal was to raise awareness of the 4.0 & Above Program, a program in which 8th – 12th grade Fresno County students with a 4.0 GPA are rewarded for their hard work at a rally on opening day of the Big Fresno Fair. At the 4.0 & Above Rally, these 4.0 GPA students are entered to win scholarships, iPads, laptops, VISA gift cards and one lucky student wins a brand new Toyota Corolla. By raising awareness and informing the community of the program, the Fair hoped to encourage more schools and students to participate, as well as inspire more individuals and companies to donate scholarships.

### **How did you achieve the goal?**

The Big Fresno Fair set out to find a media partner that would appreciate and share the excitement to promote this program. After meeting with iHeart Media, the Big Fresno Fair quickly recognized that this would be a mutually beneficial relationship, in which both teams shared the common goal of wanting to publicize this wonderful program. The Fair provided iHeart Media with a tool kit, which comprised of social media graphics for the iHeart Media team to use across all of their social media platforms, press releases focusing on the program, flyers about the rally and a one sheet highlighting key facts about the program and the rally. iHeart Media promoted the program via public service announcements on four radio stations, through social media postings, a 15 minute Community Matters Public Affairs show segment with Jim Yovino, the Fresno County Superintendent of Schools and live special features of scholarship recipients at the iHeart Media broadcast booth at the 2017 Big Fresno Fair.

### **What were the results?**

There was a significant increase in calls for question leading up to the 4.0 & Above Rally. Several parents of students called and said they heard about it on the radio and asked how their son or daughter could participate in this event. There were also multiple inquiries from companies and individuals hoping to learn more about the scholarship donation process. These phone calls were still flooding in just hours before the rally. This year's 4.0 & Above Rally also had the highest student participation to date.

**Supporting Documentation:**









## The 7<sup>th</sup> Annual 4.0 & Above Program

Qualified Students Are Eligible to Win Scholarships, New Car and Other Assorted Prizes!

All of those long hours spent hitting the books are already paying off! The Big Fresno Fair and the Office of the Fresno County Superintendent of Schools along with valued sponsors Friends of the Big Fresno Fair, EECU, Toyota and iHeart Radio have partnered to once again give BIG REWARDS to high-achieving Fresno County students grades 8 – 12 with the 4.0 & Above Program.

The 4.0 & Above Program invites all Fresno County 8<sup>th</sup> – 12<sup>th</sup> grade students whose academic performance has awarded them a 4.0 grade point average or above as of June 2017 to The Big Fresno Fair for free on Opening Day, Wednesday, October 4, 2017. Qualified 8<sup>th</sup> grade students will have the chance to win iPads, Laptops and Visa Gift Cards! Then 9<sup>th</sup> – 12<sup>th</sup> grade students will have the chance to win those same prizes PLUS a 2017 Toyota Corolla. But that's not all; both groups will have the opportunity to win individual scholarships in \$1,500 or \$3,000 denominations, totaling more than \$50,000! Prizes will be awarded during an official drawing at 6:30 p.m. in the Brian I. Tatarian Grandstand. Scholarships include the following to date:

- EECU
- Fresno Police Officers' Association
- Meyers Family Trust
- Mid Valley Disposal
- Nalchajian Orthodontics
- PG&E
- Mr & Mrs. Michael Der Manouel Jr.
- Philanthropy Inspired by the Needs of our Community (PINC)

All prizes are donated by community-minded companies and individuals who believe in rewarding academic excellence. This Program allows the Fair, its partners and the community to recognize these students for all their hard work and incredible scholastic achievements. It also provides the opportunity for all Fresno County School District Superintendents, their Board Presidents, plus each public, private and charter Jr. High and High School Principal and their Campus Culture Directors to encourage students to work hard all year round to keep up their grades for a lifetime of rewards.

Last year, the Office of the Fresno County Superintendent of Schools, Friends of the Big Fresno Fair, EECU and Toyota, gave away a record number of scholarships to Fresno County students. All students grades 8-12 whose academic performance has awarded them a 4.0 or above grade point average as of their 2016 Spring semester were invited to the Fair for free on Opening Day (10/5) for the chance to win scholarships totaling \$81,000, (6) laptops, (3) Apple iPads, (6) \$100 Visa gift cards, as well as a new Toyota Corolla that was available exclusively to 9<sup>th</sup> through 12<sup>th</sup> grade students. The 2016 Toyota Corolla was proudly donated by Toyota, and a variety of community members and organizations stepped up to fund the scholarships. Hoover High School sophomore, Isaac Blanco was the lucky winner of the new car.

“We at The Big Fresno Fair believe that hard work should be rewarded. That's why The Big Fresno Fair is once again thrilled to celebrate and reward high-achieving students on Opening Day,” stated John C. Alkire, CEO of The Big Fresno Fair. “We gave out an unprecedented amount of scholarships last year and we look forward to giving away even more money to support the educational advancement of these students.

Students will receive their 4.0 & Above Program brochure and entry pass by September 25 from their schools. For official rules and presentation details, visit [www.fresnofair.com/4-0-above-program](http://www.fresnofair.com/4-0-above-program).



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**PDF Entry Information**

**Exhibitor Name:** Lauri King

**WEN:** C16C3C

**Division:** Section 2 - Innovation & Managemen

**Class:** 17 New Sponsorship Program

**Title:** The Big Fresno Fair

**Description:**

**Notes:**

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