

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

Division 4: Outdoor Advertising Campaign



Generic A.V. Fair ad: "Cele-grape-tion" Theme art



Pre-sale Admission and Unlimited Ride Wristbands



Military Appreciation Day/Figure 8/Rural Olympics



Monster Trucks and Demolition Derby



La Arrolladora Banda El Limon Concert ad in Spanish (2 buses)



New \$18 Season Pass



New! Best Day Ever! Coupon in AV Fair 2017 Coupon Book

PDF Entry Information

Exhibitor Name: Wendy Bozigian

WEN: DDED0E

Division: Section 1.3 - Media & Marketing

Class: 04 Outdoor Advertising Campaign

Title: A.V. Fair & Alfalfa Festival

Description:

Notes:

