# 2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Nevada County Fair	
Division # and Title: <u>Division 5</u> , Social Media Campaign	Class# <u>2</u>
Marketing Goal: Raise awareness of the nonprofit organizations on T	reat Street, recognize the local
organizations supported by Treat Street, and generate excitement for the	Fair and Treat Street
Form of Promotion (what type of promotion was it and where of	lid it appear):

Treat Street is the hub of the Nevada County Fair. There are 34 food booths on Treat Street, comprised solely of community nonprofit service organizations. Proceeds raised from the food sold on Treat Street go back to the community to support local services. Each year, Treat Street raises hundreds of thousands of dollars for local services for the county.

Beginning a month before the Fair we began created a series of posts on social media titled "Treat Street Fun Facts" that featured the nonprofit organizations that serve food on Treat Street, the organizations that benefit from the proceeds, and fun facts about the organization and the food served from the booth. With each post, we featured the organization, a picture of the booth and/or the food served at the booth, a fun fact about the booth, what the organization does, and the services provided. As well as posting on Facebook, we posted on Instagram, Twitter and Fair's blog.

Some of the organizations featured include: Grass Valley Fire Department (serving hot dogs), Calvary Bible Church (serving coffee drinks), Nevada County 4-H (serving breakfast), Student Excellence in Education Development (serving tri-tip), Nevada City Rotary Club (serving pulled BBQ pork sandwiches), Tall Pines Nursery School (serving pizza), Grass Valley Host Lions Club (serving buttered corn), Northern Mines Girl Scouts (serving orange slushies), NEO Youth Center (serving grilled sandwiches), and Yuba River Charter School (serving smoked turkey legs).

### Who was your target market?

The Nevada County Fair's social media followers (Facebook, Instagram, Twitter, and our blog).

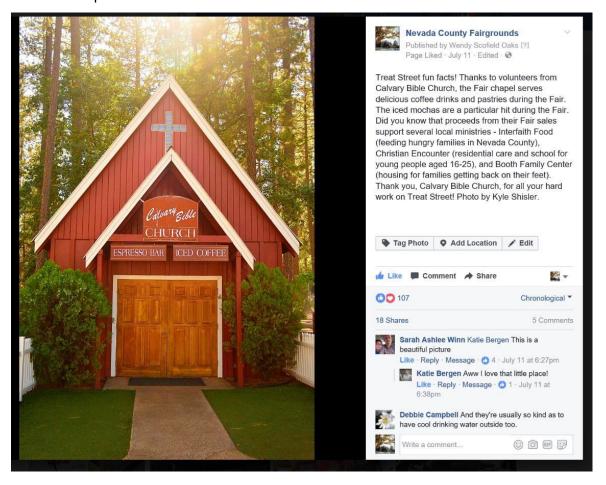
#### What was the reach?

The initial reach was more than 14,000 followers on Facebook, 1,400+ on Instagram, 900+ on Twitter and hundreds on our blog. However, by the end of the campaign, that reach grew tremendously through "likes" and "shares

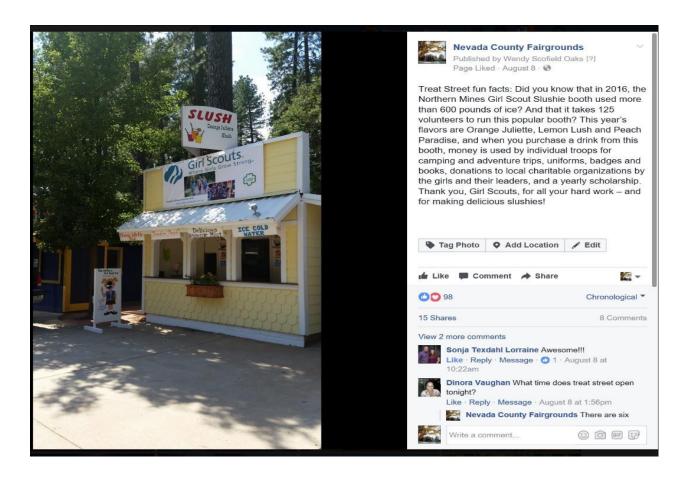
#### What was the ROI or outcome

A positive response from our social media community, including hundreds of likes, shares and comments, as well as increased awareness of the nonprofit organizations on Treat Street (and the food they serve), the benefits these organizations provide to our community, and those who benefit from Fair-goers eating on Treat Street. Additionally, Treat Street raised more than \$1 million for local nonprofit organizations, an increase of more than \$100,000 from 2016.

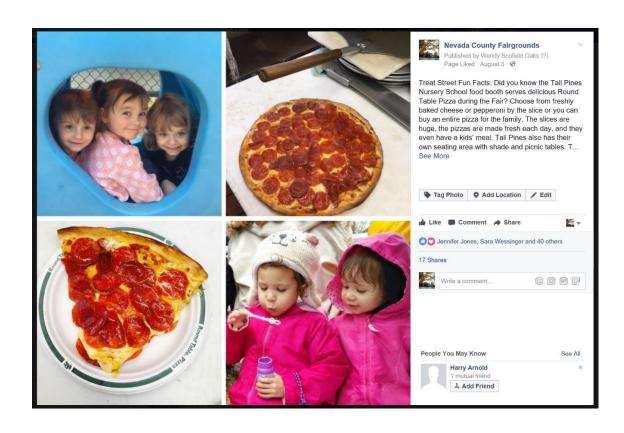
### Screen shots of posts:

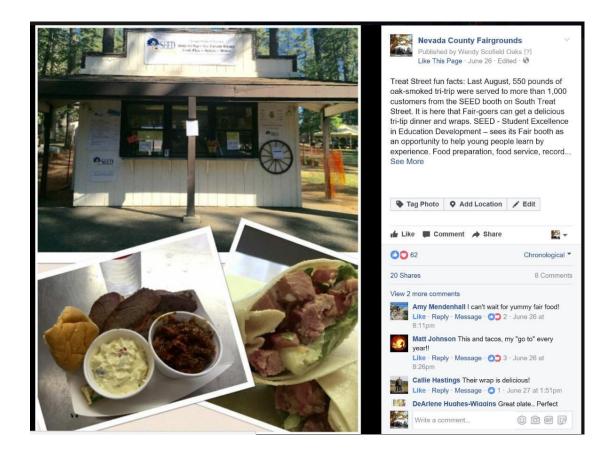












## **PDF Entry Information**

Exhibitor Name: Wendy Oaks
WEN: 5CFF49
Division: Section 1.3 - Media & Marketing
Class: 05 Social Media Campaign
Title: Nevada County Fair
Description:
Notes: