

# 2017 Western Fairs Association Achievement Awards Program

## Section 2 – Innovations & Management Excellence

**Fair Name:** The Big Fresno Fair

**Division # and Title:** Division 13 – Exhibits – Competition: Barber Battle Tournament

**Class:** 4 – Mega Fair

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

We are always looking for new ways to bring people to The Big Fresno Fair. At the same time, we are always looking for ways to provide more, new and free entertainment for our Fairgoers. The Barber Battle was a way we could accomplish both with minimal labor and cost to the Fair.

### **How Did You Achieve This Goal?**

The Big Fresno Fair has a successful 10+ year relationship with a promotions company called J-Live Entertainment who has brought over the years the successful Next Big Thing Talent Competition and the incredibly popular Frozen Singing Competition. The owner, Joey Perez, had approached us with a new idea he had, which he had tested out in the market and had garnered great response – a Barber Battle. With a renewed sense of “art” that has emerged in the barber and cosmetology scene, the Fair thought it would be a great way to draw in a new audience and provide something new and different for Fairgoers to enjoy with minimal cost/labor. A trade agreement was struck with J-Live Entertainment to bring another event to the Fairgrounds in the Spring; essentially wiping out the costs (\$6,000) of this Fair-time event and J-Live Entertainment handled all promotions and on-site coordination.

There were six different divisions to compete in including Best Fade, Best Taper, Best Beard, Best Comb Over, Most Creative and Best Team Creation. Winners received championship belts and cash prizes, not to mention a great way to promote their barbershop/salon and of course themselves! The Barber Battle Tournament was promoted solely through social media by both J-Live Entertainment and The Big Fresno Fair, as well as the different barbers participating. This was the most effective way to reach people and played into the fact that the competitors rely heavily on their own social media to drive their clientele and promote their talent.

This competition was held on the Craft Brew Court Stage on Sunday, October 8 and it ran from 12 p.m. – 6 p.m. A DJ playing the best music was on hand too, making sure it was fun for everyone – both the barbers competing and the people cheering them on from the crowd!

### **What Were The Results?**

We had 90 barbers enter this first-time Barber Battle Tournament traveling from Las Vegas, San Diego and Stockton to compete! There were six champion belts and \$500 in cash prizes given

out. This lively competition drew big crowds too – boasting a packed house during the 6-hour competition! Not only was the crowd big, but they had fun!

This competition was part of what made the 2017 Big Fresno Fair successful and gave Fairgoers something new to enjoy and talk about. The overall Fair attendance was 609,036 people, an increase of 0.52% over last year. Those big crowds that turned out really did enjoy the Fair to its fullest, resulting in a 5.08% increase in concessions.

**Support:**

*Promotional Poster/Social Media Graphic*

**WE ARE LOOKING FOR THE BEST STUDENT & PROFESSIONAL BARBERS IN THE GAME!**

*JLive*  
ENTERTAINMENT

**15<sup>th</sup>**  
YEAR ANNIVERSARY

CENTRAL VALLEY  
**BARBER BATTLE**  
**TOURNAMENT!**

**THE BIG FRESNO FAIR** **LIVE!** **THE BIG FRESNO FAIR**

**AT THE 2017 BIG FRESNO FAIR**

**SUNDAY, OCTOBER 8, 2017**

**TOURNAMENT WINNERS WILL RECEIVE:  
CHAMPIONSHIP BELTS • TROPHIES • CASH PRIZES • AND MORE.**

FOR MORE INFORMATION ON HOW TO RESERVE YOUR SPOT OR TO SPONSOR AND PROMOTE YOUR BUSINESS TO THOUSANDS OF FAIR ATTENDEES CALL/TEXT 559-362-4046 OR EMAIL [JLIVEKING@GMAIL.COM](mailto:JLIVEKING@GMAIL.COM)

PRESENTED BY: **CB** COSMETOLOGY & BARBER CONVENTION  
CENTRAL CALIFORNIA  
FEB 23-25, 2018







**PDF Entry Information**

**Exhibitor Name:** Lauri King

**WEN:** 93EC7E

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

**Class:** 13 New Exhibits - Competition

**Title:** The Big Fresno Fair

**Description:**

**Notes:**

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