



MARKETING AND BRANDING COMMITTEE

2025/2026 Chair: Laurie Giannini

- Develops and implements strategies for creating a cohesive and impactful brand identity for the California network of fairs
- Collaborates with other CFA committees to develop a comprehensive brand strategy for the California network of fairs that resonates with key stakeholders, the public business partners and State and Local elected officials
- Enhances visibility and brand presence that reflects the values and programs of fairgrounds throughout the State
- Working in concert with CFA committees and the CEO, develops brand positioning statements, key message points and visual elements to promote CFA goals and objectives
- Develops and designs branding collateral, including logos, taglines, brand guidelines, promotional materials, and visual assets that convey the essence and uniqueness of the California network of fairs, ensuring consistency across all materials to strengthen brand recognition
- Plans and executes marketing campaigns aimed at increasing awareness and participation in CFA, utilizing various marketing channels such as social media, digital advertising, email marketing, and traditional media to reach diverse audiences effectively
- Acts as the “storyteller” for the California network of fairs to promote the importance of fairgrounds to the community
- Develops sponsorship packages and partnership opportunities aligned with the brand's values and objectives
- Develops metrics and analytics to measure the effectiveness of branding and marketing efforts and analyzes data to assess campaign performance, audience engagement and brand perception

COMMITTEE MEMBERS

Committee Chair	Laurie Giannini	laurie@frogtown.org	Calaveras County Fair
Chair of the Board	Laurie Giannini	laurie@frogtown.org	Calaveras County Fair
President & CEO	Sarah Cummings	sarah@fairsnet.org	Western Fairs Association
Committee Members	Barbara Leach	barbara@maderafair.com	Madera District Fair
	Cinnamon Howell	Cinnamon.Howell2@countyofmerced.com	Merced County Spring Fair