

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: San Mateo County Fair

Division # and Title: Division 6-Any Other Campaign Class# 2

Marketing Goal: To remind the community of the upcoming Fair and the family-friendly activities.

Form of Promotion (what type of promotion was it and where did it appear):

We did a series of E-Mail blasts as part of our digital marketing campaign. The email blasts were sent to remind the community about the Fair and to talk about all the different entertainment and attractions. The email blasts also served as an opportunity to promote our 2017 Sponsors of the Fair. Email lists were created through our own lists of past attendees and exhibitors, as well as through our TV, Radio, and Outdoor marketing partnerships digital programs.

Who was your target market?

Our target market for this ad was families who were looking for family-friendly entertainment and attractions this summer. We focused our distribution towards females in the 25-54 range that would be the decision makers for the household. We targeted in distribution from San Francisco County to Santa Clara County, with a higher focus in San Mateo County.

What was the reach?

There were 3 deployed email blasts from May 25th to June 6th each with 100,000 emails sent, with a total of 300,000 overall.

What was the ROI or outcome

For the 3 email blasts we saw an average 13.5% Open rate and a 2.17% click through rate to the Fair website. After the email blasts we saw a spike in our pre-sale tickets, Facebook page likes, and visits to our website. The email blasts aided in the Fair's increase in attendance and increase in young families attending the Fair.

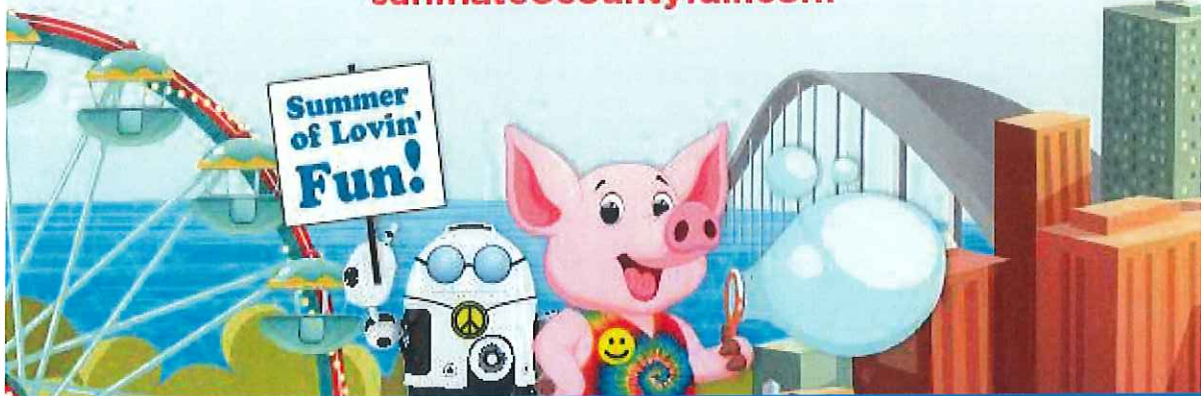
Don't miss the summer of lovin' fun at the San Mateo County Fair June 10th-18th! Join all the Fair fun including Carnival Rides, Animals, Fair Food, Rainforest Exhibit, Shopping, Free Entertainment, Tons of Exhibits and much more!



Where Tradition Meets Innovation

JUNE 10-18

sanmateocountyfair.com



BUY TICKETS & CARNIVAL WRISTBANDS

Join us for all the Fair Fun!



Tons of Exhibits

From fine arts to selfie contests and everything in between, our exhibits really showcase all of the unique talents that members of our beloved community offer. Come and show your support for crafters, makers and DIYers big and small from our community! [LEARN MORE](#)

Fair Food

Fair food is delicious, healthy, messy, and even unusual. There is something for every taste. Fried Oreos, funnel cakes, Bubba's BBQ and alligator



on a stick. The healthy options from our food vendors are equally delicious. [LEARN MORE](#)

FREE Concert with Fair Admission



CONCERT LINEUP & DATES

WAR

Saturday, 10 June 2017

Summer of Love, LIVE! Celebrating the 50th Anniversary of Summer of Love

Sunday, 11 June 2017

The Family Stone & the Oakland Symphony

Monday, 12 June 2017

Paramount's Laser Spectacular, Featuring the Music of Pink Floyd

Tuesday, 13 June 2017

Tower of Power

Wednesday, 14 June 2017

Tower of Power

Thursday, 15 June 2017

The Ohio Players

Friday, 16 June 2017

Smash Mouth

Saturday, 17 June 2017

Dia de la Feria

Sunday, 18 June 2017

Pig Races

Great American Racing Pigs. "Root" for your favorite pig racer. The pig races are one of the most popular and possibly the cutest attraction at the Fair. Their racing schedule is available on the Fair website. [LEARN MORE](#)



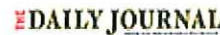
Animals

From the livestock and agriculture department to the baby and adult animals in the children's petting zoo, take advantage of this unique opportunity for children and adults to see and learn more about animals at the Fair. [LEARN MORE](#)

Carnival Rides

Butler Amusements, a family owned company for over forty years returns with popular rides including: The Zillerator Roller Coaster, The 1001 Nights, The Giant Ferris Wheel, Nitro, Zipper, Gravitron and more. [LEARN MORE](#)

Thank You To Our 2017 Sponsors



General Information

Ticket Information

Entertainment

- Hours
- Grounds Map
- Directions
- ADA Information
- FAQ's

- Admission Pricing
- Online Tickets
- Carnival Tickets

- Main Stage
- Parade
- Community Stage
- Concert Tickets



PDF Entry Information

Exhibitor Name: Kaitlyn Findley-Thorn

WEN: C380FA

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: SMCF-Any Other Campaign

Description: 2017 Fair Email Blasts

Notes:

