

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

WARNING
CAUTION: HOT SURFACES
DO NOT TOUCH
FIRE HAZARD
ELECTRIC SHOCK HAZARD

California Mid-State Fair

July 19-31

THE CALIFORNIA MID-STATE FAIR
Pump, Foster Stage
TESTING & TRACK FIELD
ARCO

Total Sale \$

1.12

Gallons

0.365

PRE-PAY ON ISLAND

ARCO

California Mid-State Fair

Paso Robles, California
2017

July 19-30

www.midstatefair.com
1-800-909-FAIR



LIONEL RICHIE
WEDNESDAY, JULY 19



ZAC BROWN BAND
THURSDAY, JULY 20



THE CHAINSMOKERS
FRIDAY, JULY 21



MATCHBOX TWENTY & COUNTING CROWS
SATURDAY, JULY 22



KID ROCK
SUNDAY, JULY 23



JOHN MAYER
MONDAY, JULY 24



HUNTER HAYES & THE BAND PERRY
TUESDAY, JULY 25



KEITH URBAN WITH LAUREN ALAINA
WEDNESDAY, JULY 26



GARTH BROOKS WITH TRISHA YEARWOOD
THURSDAY, JULY 27



FRANKIE VALLI & THE FOUR SEASONS
FRIDAY, JULY 28



COUNTRY RODEO FINALS
SATURDAY, JULY 29



FIESTA DEL CHARRO
SUNDAY, JULY 30 @ 2:30 pm

Fort Frontier Stage

Free with admission
Every night 6:30 pm & 8:30 pm

Wednesday, July 19	Blue Öyster Cult	Saturday, July 22	Brooke Eden	Tuesday, July 25	Micky Dolenz	Friday, July 28	Restless Heart
Thursday, July 20	Phil Wickham	Sunday, July 23	Little Joe Y La Familia	Wednesday, July 26	War	Saturday, July 29	ABBA The Concert
Friday, July 21	Midland	Monday, July 24	Runaway June	Thursday, July 27	The Fab Four	Sunday, July 30	Mariachi Reyna De Los Angeles



TRACTOR & TRUCK PULL
SUNDAY, JULY 30 @ 7:30 pm

PDF Entry Information

Exhibitor Name: Michael Bradley

WEN: E140BA

Division: Section 1.3 - Media & Marketing

Class: 06 Any Other Advertising Campaign

Title: CMSF Whats New Brochure

Description:

Notes:

