

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

Alameda County Fair
2017 Chamber Business Expos



March 2017 – Dublin Chamber event with raffle prize basket filled with treats and tickets to the Fair's Sip, Savor & Wager wine festival



The Fair's set up at the San Ramon Chamber's Expo on March 17
- St. Patrick's Day





At Pleasanton Chamber's Fall event in November.



Castro Valley (top), Pleasanton's Spring event (center) and Hayward's big tent event (bottom)

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: 1A7805

Division: Section 1.3 - Media & Marketing

Class: 07 Interim Event Rentals Innovativ

Title: Alameda County Fair

Description:

Notes:

