

# 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**

**PDF Entry Information**

**Exhibitor Name:** Suzanne Clark

**WEN:** 80C70A

**Division:** Section 1.3 - Media & Marketing

**Class:** 08 Fairtime Innovative Marketing s

**Title:** Shasta District Fair

**Description:** New Community Outreach Program

**Notes:**

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