

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 JUNE 16-JULY 9 BEST. SUMMER. EVER.

BIG TIRES THE TEAM YOU TRUST **BEST. CONCERTS. EVER.** **MATRESS FIRM** AMPHITHEATER 8PM

JANA KRAMER JUNE 21 | JOHN MICHAEL MONTGOMERY JUNE 23 | CLINT BLACK JUNE 28 | ANN WILSON OF HEART JUNE 29 | SHEILA E JULY 1 | WYNONNA & THE BIG NOISE JULY 6

BEST. MEMORIES. EVER.

SUN	MON	TUES	WED	THURS	FRI	SAT
FAIR SCHEDULE Fair Hours: 11AM-11PM Daily Carnival Hours: Wed-Thurs, 12PM-Closing, Fri-Sun & July 3 & 4, 11AM-Closing Big O Tires Concert Series: 8PM, followed by Fireworks Show Nightly 4th of July Fireworks Spectacular: 9:30PM Budweiser Grandstand Military FREE: All Day Every Day, with valid Military I.D. Veterans are free with proof of service.					JUNE 16 Opening Day Cattle Drive Kids Free Unit SPM* Presented by xfinity Western Weekend Sugar Ray	JUNE 17 Western Weekend Con Funk Shun
JUNE 18 Father's Day Dads Free Unit SPM* Western Weekend Plain White T's	JUNE 19 CLOSED	JUNE 20 CLOSED	JUNE 21 Foster Kids Clothing Drive Unit SPM* Presented by Marriott \$1 Rides Unit SPM* Jana Kramer	JUNE 22 Seniors Free Unit SPM* \$2 Taste of Fair Unit SPM* Tower of Power Horse Racing	JUNE 23 Kids Free Unit SPM* Presented by xfinity Extreme Rodeo John Michael Montgomery Horse Racing	JUNE 24 Red, White & Brew Fest Extreme Rodeo ASIA Featuring John Payne Horse Racing
JUNE 25 Festival Latino Fiesta Del Charro Extreme Rodeo Rose Royce Horse Racing	JUNE 26 CLOSED	JUNE 27 CLOSED	JUNE 28 Feed the Need Food Drive Unit SPM* \$1 Rides Unit SPM* Clint Black	JUNE 29 Seniors Free Unit SPM* \$2 Taste of Fair Unit SPM* Ann Wilson of Heart	JUNE 30 Kids Free Unit SPM* Presented by xfinity Monster Trucks Super Diamond Horse Racing	JULY 1 Sip, Savor & Wager Wine Fest Monster Trucks Sheila E Horse Racing
JULY 2 Monster Trucks America Horse Racing	JULY 3 Queen Nation Horse Racing	JULY 4 Fireworks Spectacular Presented by Marriott Red, White & Brew Fest First Responders Day Unit SPM* Horse Racing	JULY 5 \$1 Admission & \$1 Rides Unit SPM* Wynonna & The Big Noise	JULY 6 Seniors Free Unit SPM* \$2 Taste of Fair Unit SPM* Journey Revisited	JULY 7 Kids Free Unit SPM* Presented by xfinity Demo Derby Forewardland Tribute to Michael Jackson Horse Racing	JULY 8 Demo Derby Jody Watley Featuring Shalane Beaudoin Horse Racing
JULY 9 RV Demo Derby Horse Racing	alamedacountyfair.com					alamedacountyfair.com

ALL DISCOUNTS END AT 5PM
Check website for details
Schedule subject to change

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Your Town Ad
7.5"x9.625"

Independent Ad #3
10"x10.5"

ALAMEDA COUNTY FAIR JUNE 16-JULY 9 BEST. SUMMER. EVER.

BEST. CATTLE DRIVE. EVER. JUNE 16 MAIN ST. PLEASANTON

RED, WHITE & BREW FEST JUNE 24 - TICKETS ON SALE NOW!

SIP, SAVOR & WAGER WINE FEST JULY 1 - TICKETS ON SALE NOW!

SUMMER FUN FOR THE WHOLE FAMILY!

LIVE HORSE RACING FREE WITH FAIR ADMISSION

BIG TIRES THE TEAM YOU TRUST **BEST. CONCERTS. EVER.** **MATRESS FIRM** AMPHITHEATER 8PM

SUGAR RAY JUNE 16 | PLAIN WHITE T'S JUNE 18 | JANA KRAMER JUNE 21 | JOHN MICHAEL MONTGOMERY JUNE 23 | ASIA FEATURING JOHN PAYNE JUNE 24 | CLINT BLACK JUNE 28

BEST. DEALS. EVER.

JUNE 16, 23 & 30, JULY 7	JUNE 18	JUNE 22, 29 & JULY 6	JUNE 21	JUNE 28	JULY 4	JULY 5	EVERY DAY
Kids Free Until SPM* Presented by xfinity	Father's Day Dads FREE Until SPM*	Seniors Free Until SPM* \$2 Taste of Fair Until SPM*	Foster Kids Clothing Drive Unit SPM* Presented by Marriott \$1 Rides Until SPM*	Feed the Need Food Drive Unit SPM* \$1 Rides Until SPM*	First Responders Day Until SPM*	\$1 Admission & \$1 Rides Until SPM*	Military Appreciation with valid Military I.D. Veterans are free with proof of service.

ALL DISCOUNTS END AT 5PM
alamedacountyfair.com
Check website for details

Pleasanton Weekly Ad
8.5"x5.5"



BIG O TIRES
THE TEAM YOU TRUST

BEST. CONCERTS. EVER.

MATTRESSFIRM

AMPHITHEATER 8PM



JANA KRAMER
JUNE 21



JOHN MICHAEL MONTGOMERY
JUNE 23



CLINT BLACK
JUNE 28



ANN WILSON OF HEART
JUNE 29







SHEILA E
JULY 1



WYNONNA & THE BIG NOISE
JULY 5

BEST. MEMORIES. EVER.

SUN	MON	TUES	WED	THURS	FRI	SAT
<p>FAIR SCHEDULE</p> <p>Fair Hours: 11AM-11PM Daily Carnival Hours: Wed-Thurs, 12PM-Closing, Fri-Sun & July 3 & 4, 11AM-Closing Big O Tires Concert Series: 8PM, followed by Fireworks Show Nightly 4th of July Fireworks Spectacular: 9:30PM Budweiser Grandstand. No admission after 6PM. Military FREE: All Day Every Day, with valid Military I.D. Veterans are free with proof of service.</p>					<p>JUNE 16</p> <p>Opening Day Cattle Drive Kids Free Until 5PM* Presented by xfinity Western Weekend Sugar Ray</p>	<p>JUNE 17</p> <p>Western Weekend Con Funk Shun</p>
<p>JUNE 18</p> <p>Father's Day Dads Free Until 5PM* Western Weekend Plain White T's</p>	<p>JUNE 19</p> <p>CLOSED</p>	<p>JUNE 20</p> <p>CLOSED</p>	<p>JUNE 21</p> <p>Foster Kids Clothing Drive Until 5PM* Presented by MATTRESSFIRM \$1 Rides Until 5PM* Jana Kramer</p>	<p>JUNE 22</p> <p>Seniors Free Until 5PM* \$2 Taste of Fair Until 5PM* Tower of Power Horse Racing</p>	<p>JUNE 23</p> <p>Kids Free Until 5PM* Presented by xfinity Extreme Rodeo John Michael Montgomery Horse Racing</p>	<p>JUNE 24</p> <p>Red, White & Brew Fest Extreme Rodeo ASIA Featuring John Payne Horse Racing</p>
<p>JUNE 25</p> <p>Festival Latino Fiesta Del Charro Rose Royce Horse Racing</p>	<p>JUNE 26</p> <p>CLOSED</p>	<p>JUNE 27</p> <p>CLOSED</p>	<p>JUNE 28</p> <p>Feed the Need Food Drive Until 5PM* \$1 Rides Until 5PM* Clint Black</p>	<p>JUNE 29</p> <p>Seniors Free Until 5PM* \$2 Taste of Fair Until 5PM* Ann Wilson of Heart</p>	<p>JUNE 30</p> <p>Kids Free Until 5PM* Presented by xfinity Monster Trucks Super Diamond Horse Racing</p>	<p>JULY 1</p> <p>Sip, Savor & Wager Wine Fest Monster Trucks Sheila E Horse Racing</p>
<p>JULY 2</p> <p>Monster Trucks America Horse Racing</p>	<p>JULY 3</p> <p>Queen Nation Horse Racing</p>	<p>JULY 4</p> <p>Fireworks Spectacular Presented by FREMONT BANK Red, White & Blues Festival* First Responders Day Until 5PM* Horse Racing</p>	<p>JULY 5</p> <p>\$1 Admission & \$1 Rides Until 5PM* Wynonna & the Big Noise</p>	<p>JULY 6</p> <p>Seniors Free Until 5PM* \$2 Taste of Fair Until 5PM* Journey Revisited</p>	<p>JULY 7</p> <p>Kids Free Until 5PM* Presented by xfinity Demo Derby Foreverland Tribute to Michael Jackson Horse Racing</p>	<p>JULY 8</p> <p>Demo Derby Jody Watley Featuring Shalamar Reloaded Horse Racing</p>
<p>JULY 9</p> <p>RV Demo Derby Horse Racing</p>	<p>alamedacountyfair.com    </p> <p>ALL DISCOUNTS END AT 5PM * Check website for details Schedule subject to change</p>					



BEST. CATTLE DRIVE. EVER.
JUNE 16 MAIN ST. PLEASANTON

RED, WHITE & BREW FEST
JUNE 24 - TICKETS ON SALE NOW!

SIP, SAVOR & WAGER WINE FEST
JULY 1 - TICKETS ON SALE NOW!

SUMMER FUN
FOR THE WHOLE FAMILY!

LIVE HORSE RACING
FREE WITH FAIR ADMISSION



BEST. CONCERTS. EVER.



AMPHITHEATER 8PM



SUGAR RAY
JUNE 16



PLAIN WHITE T'S
JUNE 18



JANA KRAMER
JUNE 21



JOHN MICHAEL MONTGOMERY
JUNE 23



ASIA FEATURING JOHN PAYNE
JUNE 24



CLINT BLACK
JUNE 28

BEST. DEALS. EVER.

JUNE 16, 23 & 30, JULY 7

Kids Free
Until 5PM*

Presented by **xfinity**

JUNE 18

Father's Day Dads FREE

Until 5PM*

JUNE 22, 29 & JULY 6

Seniors Free
Until 5PM*

\$2 Taste of Fair
Until 5PM*

JUNE 21

Foster Kids Clothing Drive
Until 5PM*

Presented by **MATTRESS FIRM**
\$1 Rides Until 5PM*

JUNE 28

Feed the Need Food Drive Until 5PM*

\$1 Rides Until 5PM*

JULY 4

First Responders Day

Until 5PM*

JULY 5

\$1 Admission & \$1 Rides

Until 5PM*

EVERY DAY

Military Appreciation
with valid Military I.D.
Veterans are free with proof of service.



ALAMEDA COUNTY

FAIR

JUNE 16-JULY 9

BEST. SUMMER. EVER.



SUN	MON	TUES	WED	THURS	FRI	SAT
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FAIR SCHEDULE

Fair Hours: 11AM-11PM Daily

Carnival Hours: Wed-Thurs, 12PM-Closing, Fri-Sun & July 3 & 4, 11AM-Closing

Big O Tires Concert Series: 8PM, followed by Fireworks Show Nightly

4th of July Fireworks Spectacular: 9:30PM Budweiser Grandstand

Military FREE: All Day Every Day, with valid Military I.D. Veterans are free with proof of service.

JUNE 16

Opening Day
Cattle Drive
Kids Free Until 5PM*
Presented by **xfinity**
Western Weekend
Sugar Ray

JUNE 17

Western Weekend
Con Funk Shun

JUNE 18

Father's Day
Dads Free
Until 5PM*
Western Weekend
Plain White T's

JUNE 19

CLOSED

JUNE 20

CLOSED

JUNE 21

Foster Kids
Clothing Drive
Until 5PM*
Presented by **MATRESS FIRM**
\$1 Rides Until 5PM*
Jana Kramer

JUNE 22

Seniors Free Until 5PM*
\$2 Taste of Fair
Until 5PM*
Tower of Power
Horse Racing

JUNE 23

Kids Free Until 5PM*
Presented by **xfinity**
Extreme Rodeo
John Michael Montgomery
Horse Racing

JUNE 24

Red, White &
Brew Fest
Extreme Rodeo
ASIA Featuring
John Payne
Horse Racing

JUNE 25

Festival Latino
Fiesta Del Charro
Extreme Rodeo
Rose Royce
Horse Racing

JUNE 26

CLOSED

JUNE 27

CLOSED

JUNE 28

Feed the Need
Food Drive
Until 5PM*
\$1 Rides Until 5PM*
Clint Black

JUNE 29

Seniors Free
Until 5PM*
\$2 Taste of Fair
Until 5PM*
Ann Wilson of Heart
Horse Racing

JUNE 30

Kids Free Until 5PM*
Presented by **xfinity**
Monster Trucks
Super Diamond
Horse Racing

JULY 1

Sip, Savor & Wager
Wine Fest
Monster Trucks
Sheila E
Horse Racing

JULY 2

Monster Trucks
America
Horse Racing

JULY 3

Queen Nation

JULY 4

Fireworks
Spectacular
Presented by **FREMONT BANK**
Red, White & Blues Fest*
First Responders Day
Until 5PM*
Horse Racing

JULY 5

\$1 Admission &
\$1 Rides Until 5PM*
Wynonna &
the Big Noise

JULY 6

Seniors Free
Until 5PM*
\$2 Taste of Fair
Until 5PM*
Journey Revisited

JULY 7

Kids Free Until 5PM*
Presented by **xfinity**
Demo Derby
Foreverland
Tribute to Michael Jackson
Horse Racing

JULY 8

Demo Derby
Jody Watley
Featuring Shalamar
Reloaded
Horse Racing

JULY 9

RV Demo Derby
Night Ranger
Horse Racing



FREE ADMISSION

BUY ONE GENERAL ADMISSION
TICKET AND GET ONE FREE!

Offer good thru July 9, 2017

Purchase online at alamedacountyfair.com or redeem coupon at gate.
Limit 1 per party. Promo Code: YTW17

ALL DISCOUNTS END AT 5PM

alamedacountyfair.com



* Check website for details

17427 GM TR 4/17 LAFAYETTE

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: 849FCC

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: Alameda County Fair

Description:

Notes:

