

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

Division 8. Fairtime Innovative Marketing



Very popular A.V. Fair 2017 BOGO Food Coupon Book

<p>Palmdale Auto Mall Concert Series CHOOSE ONE (1) concert* from list below to receive TWO tickets:</p> <p>8/18: Carneo & special guest, The S.O.S. Band 8/19: The Doobie Brothers 8/20: La Arrolladora Banda El Limon (co-sponsored by Walmart) (Festival seating, first come, first seated) 8/21: Cole Swindell and special guest, Williams & Ree (country music) 8/23: Jon Pardi & The Eli Young Band</p> <p>*Subject to availability. Concert tickets include Fair admission only. DO NOT REMOVE CONCERT COUPON from Coupon book! Coupon VOID if removed. Copies of coupon will not be accepted.</p>	<p>1. Bring ENTIRE Coupon Book to: Antelope Valley Fairgrounds Administration Office (North end of Turn Club) until 8/17 As of 8/14, Fair Box Office, Enter Gate 1 2551 W. Ave. H, Ste. 102 - Lancaster, CA 93536 661-948-6080, Mon. - Fri., 8am-5pm</p> <p>DEADLINE TO REDEEM: August 17, 2017, 4pm</p> <p>2. At the A.V. Fairgrounds: Ticket seller will remove Best Day Ever! Concert coupon from Coupon Book in exchange for TWO (2) tickets, to ONE (1) A.V. Fair concert of your choice* (Subject to availability. Location of seats at discretion of A.V. Fair. No Cash Value.)</p> <p>3. Contact Information (required): Print NAME: _____ Email address: _____ Concert choice: _____</p> <p>DO NOT REMOVE CONCERT COUPON from Coupon book! Coupon VOID if removed. Copies of coupon will not be accepted.</p>
<p>PRCA RAM CALIFORNIA CIRCUIT FINALS RODEO OCT. 13 & 14/2017 A.V. FAIRGROUNDS TICKETS ON SALE 9/9, 10AM, AVFAIR.COM INFO: WWW.CAFINALSRODEO.COM</p>	<p>You have WON TWO TICKETS to the concert of your choice* at the Antelope Valley Fair 8/18 to 8/27/2017! *Subject to availability Redeem ASAP! (SEE BACK for details)</p> <p>DEADLINE TO REDEEM AT A.V. FAIRGROUNDS: August 17, 2017, 4pm</p> <p>DO NOT REMOVE CONCERT COUPON from Coupon book! Coupon VOID if removed. Copies of coupon will not be accepted.</p>

Double-sided "Best Day Ever!" Coupon to redeem for concert tickets.



Local Antelope Valley Transit Authority bus on the road for 4 weeks prior to opening day.



Banner over A.V. Mall Food Court - 7/17-8/17.



A.V. Mall standees: Main entrance, Claim Jumper's restaurant.

"Best Day Ever!" Social Media

1. FACEBOOK

Antelope Valley Fair
Published by Melissa Nichole (?) · July 21 · 🌐

Antelope Valley Fair (8/17/2017 thru 8/27/2017) introduces the NEW "Best Day Ever!" Concert Coupon Promotion!

Look for the NEW 2017 A.V. Fair "Best Day Ever!" Concert Coupon inside this year's Antelope Valley Fair Buy-One-Get-One-Free Coupon Book, presented by Printing Boss!

If your coupon book has an A.V. Fair "Best Day Ever!" Concert Coupon in it, you have WON ONE (1) PAIR of tickets to an A.V. Fair/Palmdale Auto Mall Concert of your choice (subject to availability)! DO N... See More

9,126 People Reached

402 Reactions, Comments & Shares

358 Like	336 On Post	22 On Shares
7 Love	7 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
14 Comments	13 On Post	1 On Shares
20 Shares	20 On Post	0 On Shares
694 Post Clicks		
138 Photo Views	40 Link Clicks	516 Other Clicks

NEGATIVE FEEDBACK

7 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

2. INSTAGRAM

avfairgrounds
Antelope Valley Fair >

Posted on Jul 21, 2017 at 3:19 PM

69 Likes	0 Comments	2 Saved
1,497 Impressions	1,119 Reach	71 Engagement

[What do these mean? ▾](#)

3. TWITTER

Tweet Activity

Antelope Valley Fair
@AVFairgrounds
Look out for 2017 AV Fair "Best Day Ever!" Concert Coupon in AV Fair's BOGO Coupon Book. Full contest details on <http://avfair.com>
pic.twitter.com/HTc5gY67tO

Promote your Tweet
Your Tweet has 1,228 total impressions so far. Get more impressions on this Tweet!

[Promote your Tweet](#)

Impressions	1,228
Total engagements	25
Link clicks	6
Media engagements	5
Likes	5
Retweets	3
Detail expands	3
Profile clicks	3

2017 A.V. Fair Buy-One-Get-One Free Coupon Book NEW "Best Day Ever!" Concert Coupon promotion RULES

Promotion Rules.

Up to FIVE HUNDRED (500) potential winners could be eligible to win ONE (1) pair each (2 tickets) to an Antelope Valley Fair/ Palmdale Auto Mall Concert of their choice (subject to availability), in the 2017 A.V. Fair "Best Day Ever!" Concert Coupon promotion. Concert Coupon (**NOT to be removed from actual 2017 Antelope Valley Fair Buy-One-Get-One (B.O.G.O.) Free Coupon Book**), to be redeemed AT the Antelope Valley Fairgrounds in Lancaster, CA, for tickets.

The 500 A.V. Fair "Best Day Ever!" Concert Coupons will be inside approximately 2017 A.V. Fair Buy-One-Get-One B.O.G.O Free Coupon Books presented by Printing Boss. A.V. Fair B.O.G.O. Coupon Books will be available at A.V.: Albertsons/VONS and Vallarta Supermarkets, and other locations, with purchase of Pre-sale \$7 DAILY admission tickets (valid all ages, and one day of Fair 8/18-8/27/2017), and \$20 Unlimited Rides Wristbands. ONE (1), AV Fair B.O.G.O. Coupon Book per transaction, NOT per ticket purchased. WHILE SUPPLIES LAST. **Coupon Book DOES NOT APPLY to tickets purchased online.**

Promotion Period: 7/28/2017 thru 8/17/2017, 4pm.

No Purchase Necessary:

A limited number of 2017 Antelope Valley Fair B.O.G.O. Coupon Books are available (while supplies last) between 7/28/2017-8/17/2017, at no charge, ONLY at the Antelope Valley Fair Administration Office located at 2551 W. Ave. H., Ste. 102, Lancaster, CA 93536. Phone: (661) 948-6060. Office hours: Monday thru Friday, 8am-5pm. ONE (1) Free 2017 Antelope Valley Fair B.O.G.O. Coupon Book per household (a household is all of the people, related or not, who share the same address).

Restrictions:

- Must be 18 years of age or older.
- Employees, contractors, officers and directors of Antelope Valley Fairgrounds, its affiliates, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies; individuals employed by any of the fairgrounds and members of the immediate families (spouse and biological, adoptive or step-parents, grandparents, children, grandchildren and siblings, and each of their respective spouses regardless of where they reside) or households (whether related or not) of any of the above individuals are not eligible to participate in the 2017 A.V. Fair "Best Day Ever" Concert Coupon promotion.

How to Claim Prize:

To claim the prize, each winner should follow the instructions on the back of the A.V. Fair "Best Day Ever!" Concert Coupon.

DO NOT REMOVE CONCERT COUPON from Coupon Book! Coupon VOID if removed. Copies of coupon will not be accepted.

THREE steps to redeem the 2017 A.V. Fair "Best Day Ever!" Concert Coupon for concert tickets:

1. Bring ENTIRE 2017 Antelope Valley Fair B.O.G.O. Coupon Book to:

Now until 8/17/2017: A.V. Fairgrounds Administration office (North end of Turf Club, enter Gate 2, off of W. Ave. H./14 Freeway),

As of 8/14 thru 8/17/2017: A.V. Fair Box Office (enter Gate 1).

Antelope Valley Fair address: 2551 W. Ave. H., Lancaster, CA 93536. (661) 948-6060. Office hours to redeem Concert Coupon: Monday thru Friday, 8am-4:30pm.

2. **AT the A.V. Fairgrounds:**

Ticket seller will remove "Best Day Ever!" Concert Coupon from Coupon Book in exchange for TWO (2) tickets, to ONE (1) A.V. Fair concert of your choice*.

* Subject to availability. Location of seats at discretion of A.V. Fair. No cash value. Void where prohibited.

3. **Contact information (required upon redemption):**

Winner's Name, email address.

PDF Entry Information

Exhibitor Name: Wendy Bozigian

WEN: B87DA5

Division: Section 1.3 - Media & Marketing

Class: 08 Fairtime Innovative Marketing s

Title: A.V. Fair & Alfalfa Festival

Description:

Notes:

