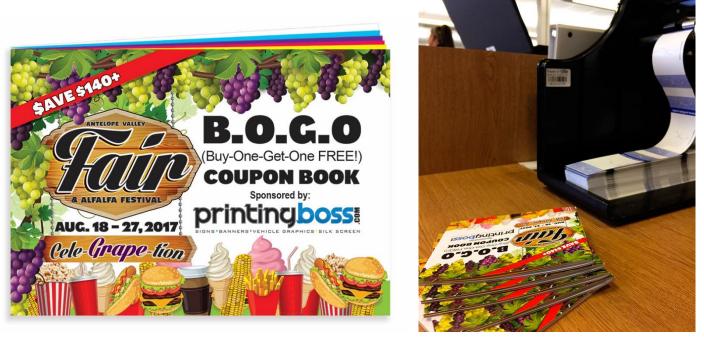
2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

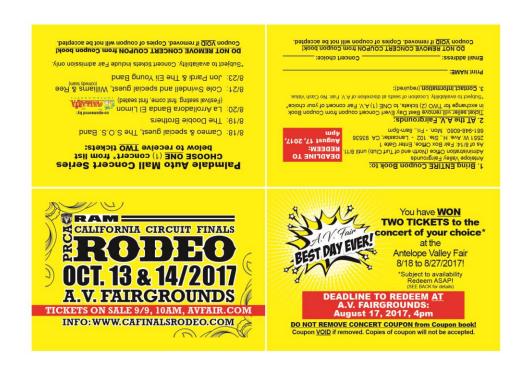
Please submit this form for each division indicated with

Fair Name:		_
Division # and Title:	Class#	
Marketing Goal:		
Form of Promotion (what type of promotion was it ar	nd 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



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.



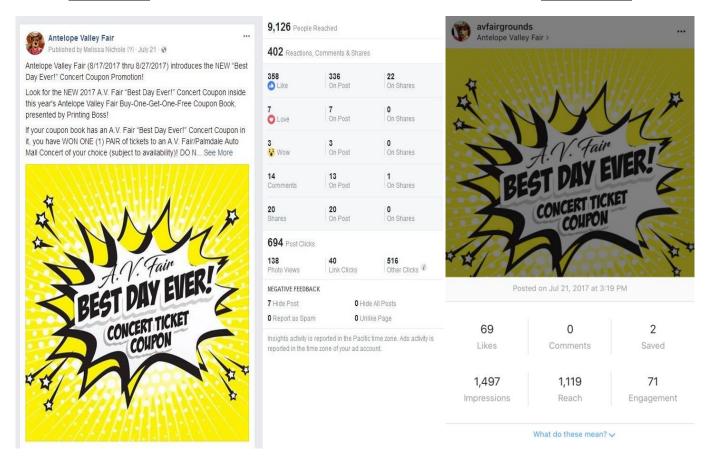
Banner over A.V. Mall Food Court - 7/17-8/17.



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

"Best Day Ever!" Social Media

1. FACEBOOK 2. INSTAGRAM



3. TWITTER

Tweet Activity



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 <u>AT</u> 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.

<u>DO NOT REMOVE CONCERT COUPON from Coupon Book!</u> Coupon <u>VOID</u> 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:

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

3. Contact information (required upon redemption):

Winner's Name, email address.

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

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: