

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?

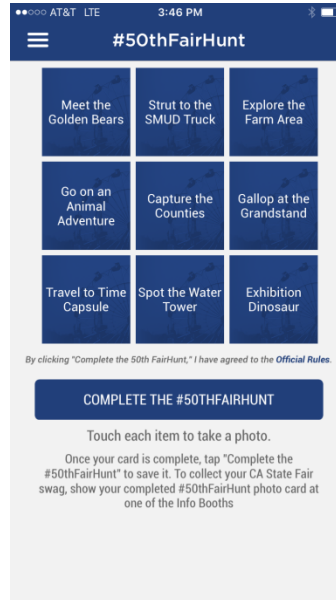
What was the reach?

What was the ROI or outcome

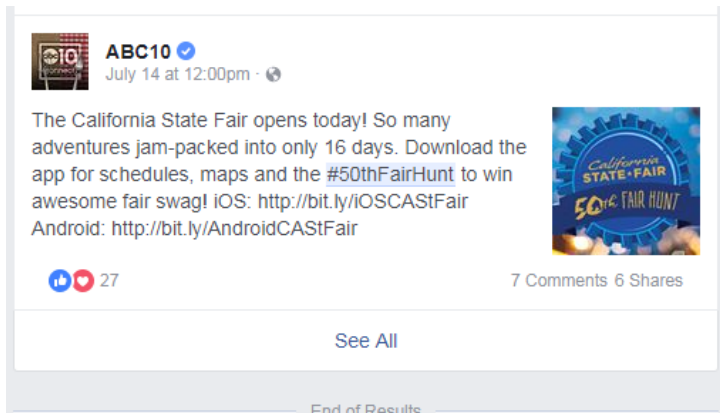
SMUD Fair Feature on the CSF App Home Page:



#50th Fair Hunt Photo Card with "Strut to the SMUD Truck" section



Examples of social media for the #50th Fair Hunt Game. Facebook: (Below Media mentions)



Facebook Photo Card Post: Note SMUD Truck and sign in picture.



playing the #50th Fair Hunt Game

Twitter Photo Card Post and Sign and SMUD Truck Sign





#50th Fair Hunt Players receiving their prize packet



Nothing Beats a Day at the California State Fair with a new swag bag!



PDF Entry Information

Exhibitor Name: Don Callison

WEN: 69BE40

Division: Section 1.3 - Media & Marketing

Class: 08 Fairtime Innovative Marketing s

Title: CA State Fair Media&Marketing

Description:

Notes:

