

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

THE STATES BIGGEST PARTY STARTS TODAY!

Washington **STATE FAIR**

DO THE PUYALLUP!

SEPT. 1-24

CLOSED TUESDAYS & SEPT. 6



KIDS GET IN FREE SEPT. 1-4

(AGE 18 & UNDER)

COURTESY OF

BSU



SUPERHERO HEADQUARTERS 2.0

Meet Wonder Woman, Batman, Spider-Man and more! Check THEFAIR.COM for scheduled times. **FREE** with Fair admission.

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GIANT INSECT ADVENTURE

See larger-than-life animatronic insects plus an amazing collection of real bugs too! Just \$7 after gate admission! Kids 2 and under are **FREE!**



FREE MUSIC EVENT
11:30AM-6:30PM

RANDY HANSEN:
Jimi Hendrix Tribute

THE SPAZMatics:
Various 80's covers

HEART BY HEART:
Heart Tribute

END OF SUMMER BASH **MONDAY SEPT. 4, LABOR DAY!**

Sample Washington's favorite wines, craft beer and food while rocking out at the **FREE** grandstand music event featuring famous music from our state, Heart Tribute and more!

XFINITY DIZZY PASS

Unlimited rides* and 2 **FREE** games on Labor Day for one low price! Purchase online by Sept. 3 to save an additional \$10!

*EXCLUDES EXTREME SCREAM AND ADVENTURE ZONE RIDES.

FREE BIG WA BOBBLEHEAD
FIRST 2,000 GUESTS ON LABOR DAY, SEPT. 4

MILITARY APPRECIATION DAY
FREE gate admission every Monday.

Sponsored by



PDF Entry Information

Exhibitor Name: Kayla Thomas

WEN: 7E090E

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: Division 3_Printed Marketing C

Description: Seattle Times Intro Ad

Notes:

