

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Innovations & Management Excellence

### FORM FOR DIVISIONS 13 – 27

**FAIR NAME:** San Mateo County Fair

**CLASS:** 2 (Example: Small Fair = Class 1)

**DIVISION:** 17

**a) What was the goal?** Define the challenge/ problem/target audience and explain what you were trying to accomplish.

Our goal was to increase our local sponsor programming. We have a robust corporate sponsorship program but we wanted to increase our local stakeholders commitment. We also need to build and maintain relationships with our local community stakeholders to protect our continued interest in the Fair and Event Center.

**b) How did you achieve the goal?** What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

We work with Event Partnership, LLC for our corporate sponsorship, but we wanted to engage with a local group for our local sponsors. We established a connection with PR Magic, lead by Frances Larose, who is a PR and Marketing partner in the area. With PR Magic we built the "Donor Program", a program that focused on gathering local sponsors and donors to the Fair. We created 6 different donor levels or packages that groups could chose from, with 2 of the levels created just for our Fair Parade. Each level had a dollar range and would "sponsor" different aspects of the Fair (like Family 4 Packs, School Tours ,etc), and the perks towards the donor would increase with the more money contributed. The perks included inclusion on our website, Fair Program, tickets to the Fair and tickets to our VIP Party. PR Magic then went out to the community to solicit donors. They did so through email blasts, grassroots marketing, and working with the different Cities' Chambers of Commerce in the County. Once PR Magic got a commitment, the Fair department would follow up to process all the perks. During the Fair we had donor information posted at our 2 Guest Services locations, and we had donors that participated in our parade.

**c) What were the results?** Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

In our first year we had 8 donors total and \$5,200 money was collected. With the money we were able to produce our Passport to Fair Fun activity (which was a STEM scavenger hunt on the fairgrounds) at no cost to the Fairgrounds. We were excited about the first year numbers and we were able to establish a foundation for the next year. We also had several of the donors come out to enjoy the Fair and they were happy with the results.

## Donor Levels

### **Lemonade/Bronze Level**

- \$250-\$750
- Donor: Deserving Family with Family 4 Pack
  - We will work with a non-profit group to identify low-income families in San Mateo County to give Family 4 packs to.
  - Average Cost: \$44
- Perks
  - 2 Tickets to Fair (\$24)
  - 2 tickets to Fair VIP party (\$30)
  - Recognition on Fair website, banner, and program
  - Recognition at Parade

### **Snowcone/Silver Level**

- \$750-\$2,000
- Donor: Passport to Fair Fun
  - There will be 10 Passport location that will have a STEM Fair Fact for kids to learn. There will be a passport book associated for kids to get the locations stamped. If a child gets all the locations they will be entered into a drawing, which the donations will go towards.
  - Average Cost: \$200
- Perks:
  - 4 Tickets to the Fair
  - 4 Tickets to Fair VIP Party
  - Recognition in Passport to Fair Fun booklet
  - Recognition on the Passport Prizes
  - Recognition on Fair website, banner, and program
  - Recognition at Parade

### **Cotton Candy/Gold Level**

- \$2,001-\$3501
- Donor: School Tours
  - We invite elementary schools to come do a tour at the Fair before we open. We would provide the busses to the schools for the tours, and the tickets to the kids to return to the fair
  - Average Cost: \$500
- Perks:
  - 8 Tickets to the Fair (\$96)

- 4 Tickets to Fair VIP Party (\$90)
- Recognition on Fair website, banner, and program
- Recognition at Parade
- Name on VIP Booth Banner at Parade

### **Corndog/Emerald Level**

- \$3,501-\$5,000
- Donor: School Ticket Program (sponsor a school's participation in the program)
  - The Fair is trying to provide a free Fair ticket to every elementary age child in San Mateo County (K-5 grade). A donation would help sponsor schools participation in the program and help cover our costs.
  - Average Cost: \$1500
- Perks:
  - 12 Tickets to the Fair (\$144)
  - 4 Tickets to Fair VIP Party (\$60)
  - 2 Golden Circle Tickets to Concert (\$60)
  - Recognition on Fair website, banner, and program
  - Recognition at Parade
  - Name on VIP Booth Banner at Parade
  - Media Recognition in Press Release about the School Programs

### ***Parade Categories Only***

### **Carmel Apple/Sapphire Level**

- \$5,001-\$10,000
- Donor: Large Balloon Sponsor
  - We are starting the First Annual Fair parade that will be presented by the City of San Mateo and the San Mateo County Fair. By joining us at the Carmel Apple/Sapphire Level, your company will be a sponsor of a giant helium parade balloon. Balloons make a large impact in the parade and can provide company employees or special volunteers the opportunity to team build as balloon handlers. The cheers are loud and long as many children's favorite characters float high above the parade route. Nearly 100 volunteers are needed to guide these giant balloons along the one-mile parade route.
  - Average Cost: \$5,000
- Perks:
  - 16 Tickets to the Fair (\$192)
  - 6 Tickets to Fair VIP Party (\$90)

- 4 Golden Circle Tickets to Concert (\$120)
- Banner Preceding Sponsored Balloon with Logo and Name
- Recognition on Fair website, banner, and program
- Recognition at Parade
- Name on VIP Booth Banner
- Media Recognition

### **Funnel Cake/Platinum Level**

- \$10,000 and up
- Donor: Premier Parade Sponsor
  - We are starting the First Annual Fair parade that will be presented by the City of San Mateo and the San Mateo County Fair. Join us in the exciting new parade as a platinum sponsor and receive a creative, unique parade float for parade day. Floats will be featured entries in the parade and will receive extended exposure on the parade route. Our creative float builder will handle all phases of construction and operation of your themed float. A float may showcase a special project or organization your company supports.
  - Average Cost:
- Perks:
  - 24 Tickets to the Fair (\$288)
  - 8 Tickets to Fair VIP Party (\$120)
  - 4 Golden Circle Tickets (\$120)
  - Professionally Designed and Built Parade Float
    - Ability to have Float displayed during run of Fair
  - Recognition on Fair website, banner, and program
  - Recognition at Parade
  - Name on VIP Booth Banner
  - Media Recognition
  - Premium Location in Parade



## **San Mateo County Fair 2017 Donor Info**

Deadline to participate in the Donor Program: May 12, 2017

### **San Mateo County Fair History:**

The San Mateo County Fair is held for 9 days, starting on Saturday June 10th and running through Sunday, June 18, 2017. Originally called the 'Little Flower Show' in 1926 and held in various schools around San Mateo County, the Fair was revitalized in 1935 and brought to its current location by the Bay Meadows Racetrack where it currently resides at the San Mateo Event Center.

The Fair has long been a staple of our community, bringing families from all over San Mateo County together through contests, concerts, entertainment, attractions, and interactive exhibits. To make the Fair a success, we work with local businesses, organizations and individuals to create partnerships within our community that generate awareness about the greater San Mateo County's diversity and rich heritage.

### **VIP Party (The Fair Party):**

The Fair Party will take place on Monday, June 12th from 5:00pm-6:30pm in Cypress Hall on the fairgrounds during the Fair. The Fair Party is where we invite our VIPs to celebrate the Fair. These VIPs include County officials, City officials, the Fair Board of Directors, our corporate sponsors, and our local donors.

### **"Spring into Summer" Fair Parade:**

This is the first year that the San Mateo County Fair will kick off its festivities with a local parade! Presented by the City of San Mateo and the San Mateo County Fair, the "Spring into Summer" Parade will take place on June 10th with the opening celebration starting in the Franklin Templeton parking lot. The fanfare will continue down Franklin Parkway, turn onto Delaware St. and then end at the San Mateo Event Center to mark the grand opening of the Fair.

### **Parade Floats and Large Balloons:**

If you would like to donate at the Caramel Apple (Sapphire) level, we would have professional balloon handlers march the balloons in the Fair Parade. Any of your staff may accompany the handlers and march with them. The balloons would be similar to Macy's Day Parade balloons.

If you donate at the Funnel Cake (Platinum) level, we will have professional float makers work with your company on the design of your parade float. The float will be built and completely taken care of by these professionals. Your company can put staff or whomever on the float, or just walk alongside it during the

Parade.

### **Displaying your Company Information:**

All of our donors are have the option to display their brochures, pamphlets, and fliers at the two Guest Services locations which also serve as Information Booths. These are at the two entrances to the fair, so these areas get a lot of traffic from our guests!

### **VIP Pre-Parade Reception:**

We are waiting on more details about this Pre-Parade Reception, and we will let you know details as soon as we are able! This is something that the Fair board is working on with the City of San Mateo.

### **Golden Circle Concerts:**

Top-notch performers play at the Fair's Golden Circle Concert. In the past, the Fair has been host to performers such as Johnny Cash, the Village People, Charlie Daniels Band, Boyz II Men, and more! This year, we have confirmed the following lineup of performers: The concerts take place at 7:30 pm with Gold Circle opening at 6:15 pm. The concerts are about 1.5 hours, and they take place in our Fiesta Hall, giving an indoor concert experience.

Here is the lineup:

6/10- WAR

6/11- Summer of Love – LIVE! Celebrating the 50<sup>th</sup> Anniversary of the Summer of Love

6/12- The Family Stone & The Oakland Symphony

6/13- Paramount's Original Laser featuring the music of Pink Floyd

6/14- Tower of Power

6/15- Tower of Power

6/16- The Ohio Players

6/17-Smash Mouth

6/18 Dia De La Feria concert-No Gold Circle that day

### **Passport to Fair Fun:**

The Fair is always trying to implement innovative ways to bring fun and creativity to children's educational programs. For the first time we have created an activity called "Passport to Fair Fun." Children will receive Passport booklets at the Guest Services booths at each entrance (they will also be able to download them online). Then, the kids will be encouraged to find the 10 locations around the Fair that are listed in the Passport booklet. At each location, they get their Passport stamped after learning a STEM (Science, Technology, Engineering and Math) Fair Fact. When the child acquires all the locations and their stamps, they are then instructed to turn their booklets in at the Guest Services booths. Once they have turned in their Passport booklet, they will be entered into a drawing for prizes.

### **Special Press Releases:**

For donors contributing \$3,500 and up, the San Mateo Event Center will disseminate special press releases to the media featuring your business and highlighting your company's generosity toward the Fair and the San Mateo Community.

Turn in your completed Passport to our Guest Services to be entered to WIN a prize after Fair.

Kids Name: \_\_\_\_\_

Parent Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

*Limit 1 per participate.*

*Must have gotten all 8 stops to be considered.*

*Winner will be announced*

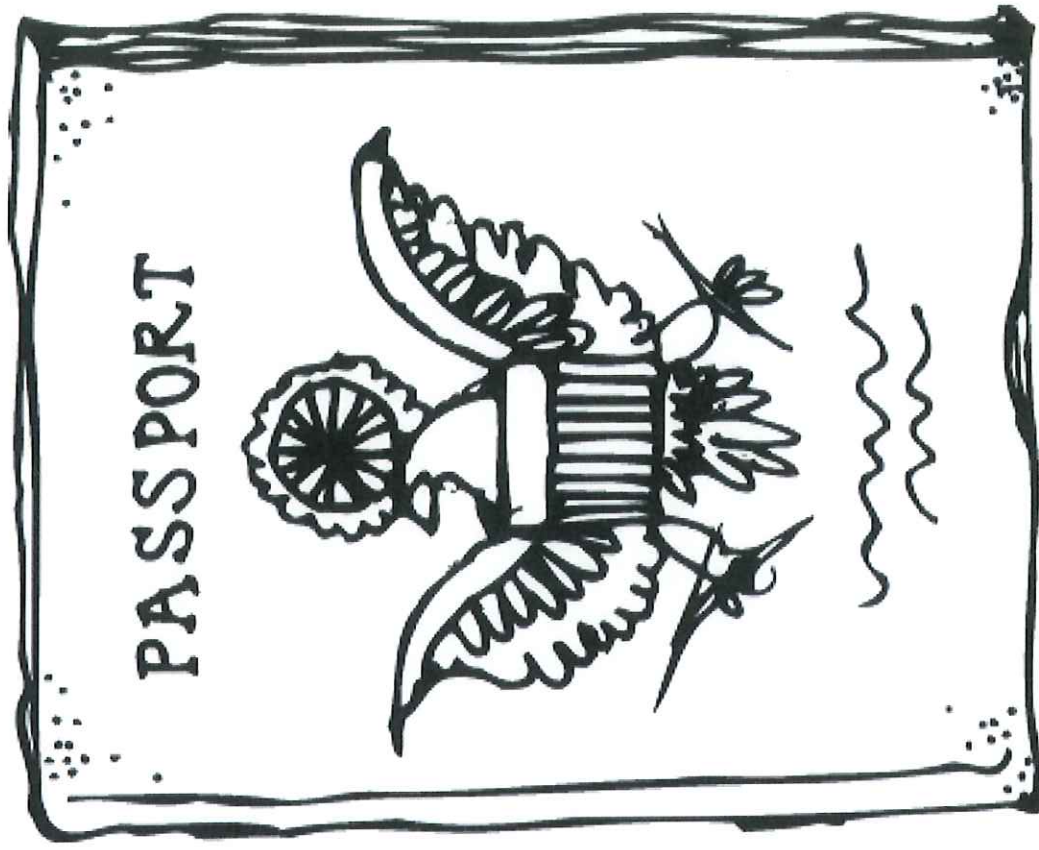
*after the Fair ends on June 18th.*

**Thank You to Our Passport Donors!!**

Peninsula Television



彩色圆点艺术空间



**PASSPORT TO  
FAIR FUN**

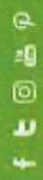
<p><b>Stop #1</b></p> <p>Off to the Races</p>	<p><b>Stop #2</b></p> <p>Can you hear me?</p>
<p><b>Stop #3</b></p> <p>Part of a Butterfly</p>	<p><b>Stop #4</b></p> <p>The Force is with You</p>

*Enjoy learning about all the STEM facts of Fair. We have 8 stops all throughout the Fair that have a STEM fact about Fair.*

<p><b>Stop #5</b></p> <p>Meringue Miracle</p>	<p><b>Stop #6</b></p> <p>Here a Chick Chick</p>
<p><b>Stop #7</b></p> <p>Lights, Camera, Refraction</p>	<p><b>Stop #8</b></p> <p>I'm Not a Robot</p>

*Take your booklet and visit all the stops to collect your stamps. You do not need to visit the stations in order. You do need to read the fact and get the specialized stamp.*





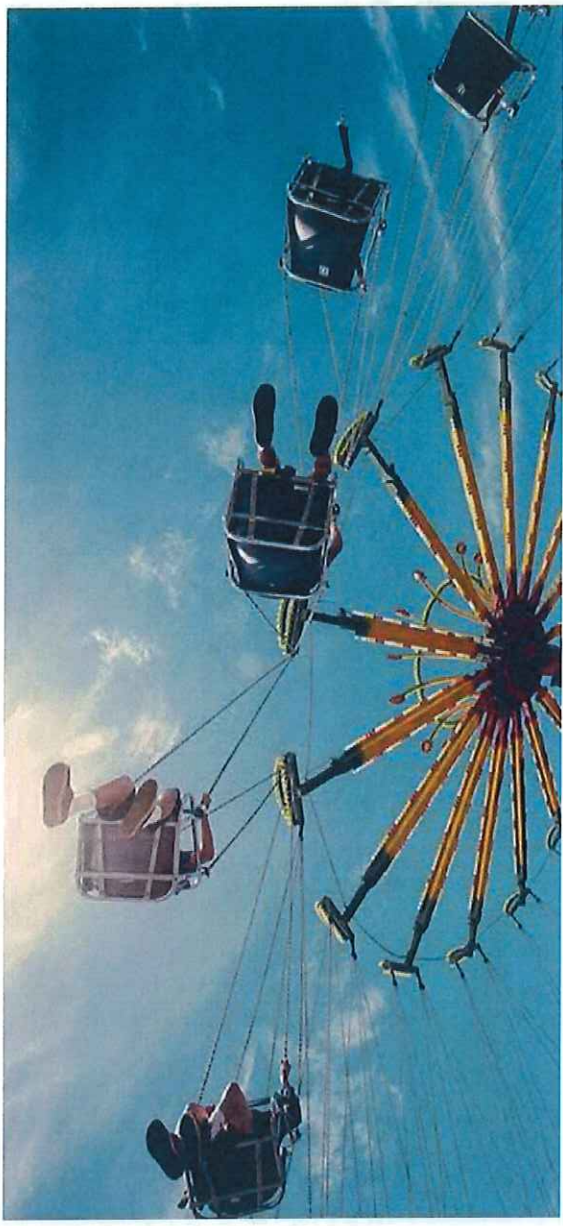
The San Mateo County Fair wants to thank all of  
for making the 2017 Fair such a

CLICK HERE TO SEE OUR 2017 BEST OF

- Vendors
- Donors
- Sponsors
- Junior Fair Board
- Junior Livestock Auction Buyer
- Educational Programs
- School Ticket Program
- Volunteer at the Fair

### San Mateo County Fair 2017 Donor Info

Contact: 650-548-6700  
E-mail: [flarose@prmagic.com](mailto:flarose@prmagic.com)



Donor Program webpage on Fair website

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2017 Donors

*Donor Program on website*

### 2017 Donors



Peninsula Family Service



PennMutual

Peninsula Television



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*Donor Program on Website*

**PDF Entry Information**

**Exhibitor Name:** Kaitlyn Findley-Thorn

**WEN:** 37D102

**Division:** Section 2 - Innovation & Managemen

**Class:** 17 New Sponsorship Program

**Title:** SMCF-New Sponsorship

**Description:** 2017 Donor Program

**Notes:**

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