

# 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**

# Outdoor billboard

10 FWY East at the 710 split



# Bus Tail

LA Metro



# Street Poster

Holt Blvd. in Ontario



# Mobile Billboard

## Rose Bowl & LACMA





# Angels Stadium

Off the 57 FWY in Anaheim



**PDF Entry Information**

**Exhibitor Name:** Kristy Dahlstrom

**WEN:** 61B393

**Division:** Section 1.3 - Media & Marketing

**Class:** 04 Outdoor Advertising Campaign

**Title:** LA County Fair

**Description:**

**Notes:**

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