

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?

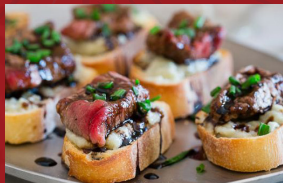
What was the ROI or outcome

PARADE ★ FAIR ★ FIREWORKS

A VINTAGE FOURTH OF JULY

11 AM Parade ★ in Downtown Calistoga

12 PM ★ Fair & Fireworks at Napa County Fairgrounds



NAPA
COUNTY
& fireworks
July 4th

LIVE MUSIC ★ VETERAN APPRECIATION
CHEF SHOWCASES ★ REDS, WHITES & BREWS
CARNIVAL RIDES ★ FIREWORKS SKY CONCERT

Buy Early & Save!

www.CelebrateNapaValley.org/fair

Celebrate!
NAPA VALLEY

PARADE ★ FAIR ★ FIREWORKS

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NAPA COUNTY FAIR
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JULY 4TH, 2017

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in Downtown Calistoga

12 PM ★ Fair & Fireworks
at Napa County Fairgrounds

For tickets and schedule visit us at
[www. CelebrateNapaValley.org/fair](http://www.CelebrateNapaValley.org/fair)

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NAPA VALLEY

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in Calistoga



NAPA COUNTY
FAIR
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July 4th

JULY 4, 2017



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707.942.5111
1435 N Oak Street
Calistoga



PDF Entry Information

Exhibitor Name: Carlene Moore

WEN: D9475D

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title: Newspaper Campaign

Description: Series of weekly ads in the local, county-wide newspaper

Notes:
