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		









CHINESE ACROBATS

<mark>M</mark> Grand Sierra Stage





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FREE SHOWS AT THE BUDWEISER PAVILION WITH PAID FAIR ADMISSION!

All shows start at 8pm unless otherwise noted

WED, 9/20 OLD DOMINION THURS, 9/21.... TOWER OF POWER FRI, 9/22 SHEILA E SAT, 9/23 WAR SUN, 9/24 RAMON AYALA David Torres Law & Chain Cohn Stiles MON, 9/25 LEANN RIMES TUES, 9/26 CHRIS AUGUST WED, 9/27 EN VOGUE David Torres Law & Gotta Go Bail THURS, 9/28..... MIDLAND FRI, 9/29 SMASH MOUTH SAT, 9/30 STEPPENWOLF SUN, 10/1... (6PM) JORGE MORENO (8PM) DAVID LEE GARZA

Advance tickets and wristband vouchers available online at KernCountyFair.com through Saturday, Sept. 30, 2017. Also available at all Vallarta Supermarkets. Must pay with cash.



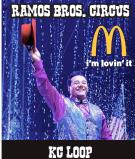
FAIR FACTS

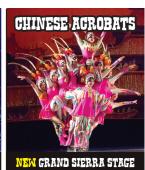
www.KernCountyFair.com



NEW AT THE FAIR!







2 WEEKENDS OF RODEOS!

extreme **RODEO**

FRI 9/22 • SAT 9/23

PRCA RODEO

FRI 9/29 · SAT 9/30

2 FIESTA RODEOS

SUN 9/24 · SUN 10/1









Dates Sept 20	0 - Oct 1
Adults	
Ages 6 -12	\$5
Ages 5 & under	FREE
Seniors (62 or better)	\$9
Active & Retired	
Military with ID	FREE

Parking\$10
Opening/Closing Times
Monday-Thursday3 -10 pm
Fri, Sept. 22 10:30 am - 11 pm
Fri, Sept. 293 -11 pm
Each Saturday Noon -11 pm
Each Sunday Noon –10 pm



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FRI, 9/22	
SAT, 9/23	
JAI, 7, 20	
SUN, 9/24	RAMON AYALA
David Torres Law 8	Chain Cohn Stiles
MON, 9/25	. LEANN RIMES
TUES, 9/26	CHRIS AUGUST
WED, 9/27	EN VOGUE
David Torres La	ıw & Gotta Go Bail
THURS, 9/28	MIDI AND
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FRI, 9/29	SMASH MOUTH
SAT, 9/30	STEPPENWOLF
JAI, // JO	.SILI I LINVOLI

DISCOUNT PARKING VOUCHERS

SUN, 10/1 .. (6PM) JORGE MORENO

(8PM) DAVID LEE GARZA

Available at all local O'Reilly Auto Parts (While supplies last.)



HALF-PRICE VOUCHERS FOR WILD WED, SEPT 27

Available at all local Les Schwab Tires (Valid for use on 9/27 ONLY. While supplies last.)



Advance tickets and wristband vouchers available online at KernCountyFair.com through Tuesday, Sept. 19, 2017. Also available at all Vallarta Supermarkets through Friday, Sept. 29, 2017. Must pay with cash.





KC LANE/KC LOOP

- All-Alaskan Pig Races
- All-Star Stunt Dog Challenge
- **Camel Rides**
- Community Stage
- Kern Medical KC Lane Stage
- LIVE Stingray Encounter NEW!
- Pollywood Bird Show
- Ramos Brothers Circus NEW!
- Turkey Stampede
- Euro-Trampoline

CALICO CORNER AND KC'S FARM

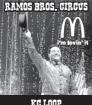
- Duck Races
- Hobby Pavilion
- Kids Pedal Tractor Show NEW!
- Magic Bean NEW!
- Magicians
- Music
- Petting Zoo
- PG&E Goode Time Stage
- Russell Brothers Circus





NEW AT THE FAIR!







2 WEEKENDS OF RODEOS!

Coors LIGHT





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NEW AT THE FAIR!

RAMOS BROS. CIRCUS







KC LOOP

NEW GRAND SIERRA STAGE

Adults \$12 Ages 6 -12 \$5 Ages 5 & under FREE Seniors (62 or better) \$9 Active & Retired	Parking
Military with ID FREE	

PDF Entry Information

Exhibitor Name: Chelsey Roberts
WEN: ADCD16
Division: Section 1.3 - Media & Marketing
Class: 03 Printed Marketing Campaign
Title:
Description:
Notes: