

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



NEW AT THE FAIR!

STINGRAY ENCOUNTER

KC LOOP

RAMOS BROS. CIRCUS

KC LOOP

CHINESE ACROBATS

NEW GRAND SIERRA STAGE



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



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

Adults	\$12
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-Thursday..... 3 -10 pm
- Friday, Sept. 22... 10:30 am - 11 pm
- Friday, Sept. 29..... 3 -11 pm
- Each Saturday..... Noon -11 pm
- Each Sunday..... Noon -10 pm

www.KernCountyFair.com



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DISCOUNT PARKING VOUCHERS

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.



TICKET TO FUN

SEPT 20-OCT 1



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

GALIGO 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
- Sudsy's Handwashing Attraction **NEW!**



NEW AT THE FAIR!

<p>Chevron STINGRAY ENCOUNTER</p> <p>KC LOOP</p>	<p>RAMOS BROS. CIRCUS</p> <p>McDonald's I'm lovin' it</p> <p>KC LOOP</p>	<p>CHINESE ACROBATS</p> <p>NEW GRAND SIERRA STAGE</p>
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PDF Entry Information

Exhibitor Name: Chelsey Roberts

WEN: ADCD16

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title:

Description:

Notes:

