

**2017 WFA Achievement Awards Program**  
**Innovations & Management Excellence**  
FAIR NAME: OC FAIR | CLASS: 4 | DIVISION: 15

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

Tough Turtle Turf, a high-end artificial grass company, partnered with the OC Fair for the first time in 2017 as a corporate sponsor to gain maximum exposure for their brand in one of their primary target markets. Already well-established in San Diego where the company is based, Tough Turtle Turf wanted to utilize one of Orange County's largest events to expand its business further north. Tough Turtle Turf's primary business objectives were to increase brand awareness, generate leads and grow business in the highly residential Orange County market.

**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.

The OC Fair & Event Center is subject to stringent water restrictions due to the lack of rainfall in Southern California, making maintenance of grass areas very challenging according to the OC Fair's maintenance team. After assessing the OC Fair & Event Center's needs, the partnership became focused on an in-kind trade in the form of a large turf installation project on site in advance of the 2017 OC Fair. The OC Fair & Event Center needed turf, and Tough Turtle Turf was looking for an opportunity to showcase its product to the Orange County market forming the foundation for a perfect partnership.

Tough Turtle Turf's on-site presence included both an inside Premium Space booth location, and an outdoor high traffic location to exhibit the versatility and multi-functional use of its turf produces. They also secured a freeway billboard advertisement adjacent to the OC Fair & Event Center to maximize full exposure during the 2017 OC Fair. A large branded boulder was specially designed and displayed on the freshly installed turf to increase branding and showcase the product on a year-round basis. Tough Turtle Turf also received logo inclusion in print and digital assets to capitalize on as many different platforms as possible.

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

"Our sponsorship this year was a great start to a long and happy relationship that we will have with the OC Fair," said Marketing and Sales Manager Matthew Johnson. "The leads we generated were high quality and nutrient rich; just what we are looking for as a home improvement company jumping into the Orange County market. From intake to set up and tear down, the process has been smooth, educational and effective. Looking forward to next year!"

Tough Turtle Turf had a very successful first year at the 2017 OC Fair as it was able to interact with 650,000+ Orange County residents inside the gates, and earned an additional 250,000 billboard impressions from local traffic, and countless more impressions from the greater OC Fair crowd. This partnership helped Tough Turtle Turf gain exposure to the local audience and meet their specific objectives in Orange County, simultaneously solving an issue for the fairgrounds through significant budget-relief. A long standing relationship was established with Official Sponsor status at the annual OC Fair and a year round partnership for the next five (5) years.

# First Time Sponsor: Tough Turtle Turf



**Top Left & Right:** Branded boulder displayed on freshly installed turf & indoor Premium Space display

**Bottom Left & Right:** Billboard Ad for duration of the OC Fair dates & outdoor Premium Space display

**PDF Entry Information**

**Exhibitor Name:** Chris Gunst OC Fair & Event Center

**WEN:** 1DB7A3

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

**Class:** 17 New Sponsorship Program

**Title:** Tough Turtle Turf

**Description:**

**Notes:**

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