

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



SIP SIP
Hooray!
 CELEBRATE at the
SAN DIEGO COUNTY FAIR
 presented by ALBERTSONS | IVONS



SAN DIEGO INTERNATIONAL BEER FESTIVAL

Sponsored in part by **Don Julio Tequila**
June 16-18 • 2017

IT'S NO SECRET CRAFT BREWING is a booming industry, and San Diegans love their hops. San Diego's coined as the Craft Capital of the United States. North County's 78 freeway has been dubbed "The Hops Highway."

The San Diego International Beer Festival has earned its place in the beer hall of fame as the largest beer festival on the west coast. There's a beer festival of some sort just about every weekend, and tasting

rooms on just about every corner...so why venture to Del Mar for the Fair's San Diego International Beer Festival? This Festival is a culmination of the even larger Competition—291 breweries and 1,564 brews from around the globe vie for the coveted Best of Show trophy. And while San Diego's beloved IPAs are plentiful, the Festival features a variety of stouts, sours, meads and ciders. Don't miss the Game Lounge, featured rare and unique "timed taps" and an unsurpassed VIP experience—the food is scrumptious!

NEW! Our Gold Medal Beer Pairing Dinner on Thursday, June 15, gives you a sneak peek on Festival Eve! Watch as the Festival is built, and savor our finest beers before anyone else. Enjoy a one-hour reception and a four-course dinner paired with a Gold Medal Winning Beer.

sandiegobeerfestival.com



The TOAST of the COAST WINE FESTIVAL

Sponsored by **The San Diego Union Tribune**
June 10 • 2017

SIP & SAVOR a variety of vino from across the United States and Mexico at the Fair's wine festival, **The Toast of the Coast!** Nestled among the lush landscapes of the Paul Ecke Jr. Flower & Garden Show, this event offers unlimited sampling of award-winning wines. The VIP experience features culinary delights, hosted by chefs and winemakers. Name another county fair where you'll be served chilled Maine lobster with your Double-Gold award-winning Sauvignon Blanc. That's right, there isn't one. And if fancy isn't your thing, that's A-OK with us...we're just as happy to help you pair your favorite wine with corn dogs or cotton candy.

thetoastofthecoast.com



DISTILLED: SPIRIT & COCKTAIL FESTIVAL

Sponsored by **PACIFIC MAGAZINE**
June 24 • 2017

SHAKEN, STIRRED OR STRAIGHT UP, the Distilled Festival brings crafted cocktails and spirits to the fairgrounds' historic Paddock area. This Festival's educational sessions aren't to be missed. Join Beam Luxury Specialist, Joe Jameson, for a pairing of the unique, smoky, salty, citrus and vanilla flavors of Bowmore's Islay Single Malt Scotch Whiskey with Ironside's classic oysters. Feel guilty drinking in the classroom? Then shimmy over to watch SoCal's master mixologists battle it out in the Cocktail Competition. Upgrade your experience to VIP, and you'll imbibe on unlimited cocktails, spirits and savory food selections on our expanded VIP patio.

distilledsandiego.com



PDF Entry Information

Exhibitor Name: Patricia Wallace

WEN: 58E918

Division: Section 1.3 - Media & Marketing

Class: 03 Printed Marketing Campaign

Title:

Description:

Notes:

