

# 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**

## SOCIAL MEDIA POSTS REGARDING ON-SALE OF FIRST GARTH BROOKS CONCERT



June 16, 2017

Teaser & online contest

California Mid-State Fair  
June 16 · 🌐

WE WILL SHOCK THE WORLD MONDAY AT 8:00 AM. Guess who's coming to the #MidStateFair on July 27. All correct guesses will be automatically entered into a contest to win a pair of tickets to the show. Good Luck!

Like Comment

Lorie Maier Hackett, Erik Stinger, Thomas Martinez and 776 others like this.

145 Shares



June 19, 2017

Facebook Live by Garth Brooks announcing show

California Mid-State Fair  
June 19 · 🌐

Garth Brooks July 27

151K Views

Like Comment Share

Dominique Pardue, Jeremy Kostelnik, Maria Concepción Guerrero and 1,004 others like this.

1,179 Shares



June 19, 2017

Video by Garth Brooks announcing show

californiamidstatefair  
California Mid-State Fair

californiamidstatefair @garthbrooks July 27

wilson\_5 🍷🍷🍷🍷🍷🍷🍷  
marshotaling Wow awesome!!!  
danielleyung 🍷 yaass  
hashtag\_savanna @bigcragmart  
andipoz Omggggggg @kerberfors  
tommylynncahoun @jacob.william.fischer  
sabrina.ayesh @nation\_hillman

1,141 views

Log in to like or comment.



June 19, 2017

Video by Garth Brooks announcing show

CA Mid-State Fair Retweeted

Garth Brooks @garthbrooks · Jun 19

This is going to be AWESOME!!! More details on #StudioG tonight! love, g

CA Mid-State Fair @CaMidStateFair @garthbrooks July 27

30 88 438

**PDF Entry Information**

**Exhibitor Name:** Michael Bradley

**WEN:** 82DF4B

**Division:** Section 1.3 - Media & Marketing

**Class:** 05 Social Media Campaign

**Title:**

**Description:**

**Notes:**

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