

# 2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Grand National Rodeo

Division # and Title: #3 Printed Marketing Campaign Class# 1

Marketing Goal: Horse enthusiast publication

**Form of Promotion (what type of promotion was it and where did it appear):**

Horse enthusiast publications front cover, full page and half page ads.

**Who was your target market?**

We purchased several horse enthusiast publications and their online websites.

**What was the reach?**

We reached possibly 80% of possible horse enthusiast audience through horse publication.

**What was the ROI or outcome**

Nothing quantified but appeared in front door sourcing well over the years with these targeted publications.

www.wchorsemen.com

# West Coast Horsemen

October 15th, 2017 • Volume 8, Number 10

All Breed Equine Publication

Official Publication of



## GRAND NATIONAL LIVESTOCK EXPOSITION, HORSE SHOW & RODEO

OCTOBER

13~14

& 20~21

COW PALACE

SAN FRANCISCO

GRANDNATIONALRODEO.COM

PRCA RODEO • LIVESTOCK SHOW

MARKETPLACE • BBQ

MUSIC & DANCING



**PDF Entry Information**

**Exhibitor Name:** Lori Marshall

**WEN:** BFA8E0

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

**Class:** 03 Printed Marketing Campaign

**Title:** Horsemen News Magazine Cover

**Description:** Horsemen News Magazine Cover

**Notes:**

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