

State of California

California Exposition & State Fair  
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## MEMORANDUM

**Date:** March 22, 2018

**To:** Board of Directors  
California Exposition & State Fair

**From:** Rick K. Pickering, Chief Executive Officer

**Subject:** Recommendation for 2018 Golden Bear Award Honorees

### BACKGROUND

The California State Fair annually recognizes the accomplishments and service of key individuals or organizations through a series of prestigious awards. One such recognition is the annual Golden Bear Award. The Golden Bear Award is presented annually to an individual, company or organization that has demonstrated substantial contributions to the California State Fair. The honoree is publically recognized and honored at the annual California State Fair Gala, in conjunction with the Friends of the California State Fair nonprofit organization.

### GOLDEN BEAR NOMINATION

It is respectfully recommended that this year's Golden Bear Award be presented in tandem to two organizations that have collectively partnered with the California State Fair since 2012. Specifically, BloodSource, Univision and the State Fair partner together to conduct the "Dia De Donar Sangre" blood drive each June at Cal Expo. The event has grown to be dubbed as the single largest annual blood drive in Northern California.

The resulting pints of blood continue to provide life sustaining support to thousands of Californians. At the same time, Bloodsource, Univision and the State Fair partner together to provide Admission Tickets to the State Fair to those that donate blood as part of Dia De Donar Sangre. This partnership provides the State Fair with an opportunity for advanced ticket sales through BloodSource that rewards blood donors with a ticket to the California State Fair.

The California State Fair receives additional media from Univision targeting the regional Latino population. For example, Univision promotes the blood drive through television commercials, news mentions, live broadcasts, email blasts, digital marketing web and

social media. In addition, BloodSource direct mails to more than 40,000 households, e-blasts to more than 20,000 subscribers, and promotes digitally on their website and through social media. This unique partnership was originally put together and brought to Cal Expo in 2012 by Brian Honebein of Event Partnerships.

**Dia De Donar Sangre – Quick Statistics since 2012:**

8,423 Registered blood donors

6,406 Lifesaving pints of blood collected

2,220 First-time blood donors

26,473 advanced discount tickets sold, which equates to \$198,626 in ticket sales

\$170,000 in Sponsorship revenue provided to the State Fair

<b>RECOMMENDATION</b>
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Staff respectfully recommends that the Board approve the following:

- I. Accept Staff's recommendation to select **BloodSource** and **Univision** as the 2018 Golden Bear Award Honorees.

