

State of California

California Exposition & State Fair  
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## MEMORANDUM

**Date:** June 1, 2018

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

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

**From:** Margaret Mohr, Deputy General Manager Business Development & Marketing

**Subject:** Marketing Report

### State Fair Planning

Don't Miss a Moment of the California State Fair July 13-29<sup>th</sup>. Plans are in full swing for the marketing campaign. Our campaign is making a bold statement with action oriented messaging all built around the "Fear of Missing Out" – FOMO!

Our goals this year for the campaign include:

1. Increase attendance and advance discount ticket sales.
2. Increase sponsorship sales.
3. Prepare for "hot" weather.
4. Advance a PR program with messaging about new and safe activities during the 2018 California State Fair.
5. Build partnerships throughout the community

**New Partners** include:

Sacramento Zoo – Combo Ticket \$20.00 Adults / \$16.00 for kids gets you into the California State Fair and the Zoo. This is promoted by both partners in email newsletters, social media and websites.

River Cats – Cross promotions include Kids Club promotions, Ticket Giveaways at the Game, Dinger and Poppy promotions on Social Media and at River Cats games. Both parties will promote on social media, websites and through newsletter marketing.

**Advance Ticket Sales Promotions** include:

TV, Radio and Digital Promotions  
Targeted email outreach for concerts and discount ticket sales  
Community Event sales at weekend events. (See list of community events)  
Social Media ticket giveaways  
Groupon and Costco special packages

**Advertising** – The Radio, Television, Print, Billboards and Digital campaign begins mid-June. Radio remotes and TV promotion partners have been picked and we have some exciting news and radio promotions scheduled. Key partners include KOVR/CW 31, Univision, ABC10, iHeart Media and Entercom. New this year, we are sponsoring the Triple Crown on KCRA and are included in the TV spots for the Preakness and Belmont Stakes promoting Thoroughbred Horse

Racing beginning July 13<sup>th</sup>.

**Cool Spots:** We will have 8 charging stations and 2 misting stations sponsored by T-Mobile and ABC 10 throughout the Fair. Each station can charge multiple phones and the indoor stations will include a TV monitor and Wi-Fi. Each monitor will play California State Fair messages and T-Mobile messages and provide data about the table use. This is a new money sponsorship to the Fair.

**Experience Ticket Packages:** We are offering ticket packages to entice new people to experience the State Fair in a “new” way. Two confirmed packages are: The Lady Bird Experience package that includes a ticket to the State Fair and unlimited Log Rides. (Themed off of the Lady Bird Movie) Each ticket holder gets a special wrist band that allows them to ride the “White Water” ride (log ride) all day. The Turf Club package includes an admission ticket to the State Fair and buffet meal valued at \$20.00 featuring fresh local vegetables, salad bar and daily pasta specials. These packages will be promoted on the website, social media and in digital marketing. Two more are in the works for a Gender Reveal and possible Date Night package.

All of these promotions are geared toward advance ticket sales.

## Sponsorship Update

Sponsorships team is busy finalizing opportunities with corporate partners. We are a little over \$2.3 million dollars.

New Sponsors:

- Ford – Supporting Sponsor of the Mariachi Competition
- California Endowment - Supporting Sponsor of the Mariachi Competition
- Thrivent Financial - Supporting Sponsor of the Mariachi Competition
- K-12 Next-Gen. Education Tour – 4<sup>th</sup> of July

Mobile Tours that have committed:

- Hotel Transylvania 3: Summer Vacation Characters (July 13)
- Fairlife Mobile Tour (July 27-29)
- Wienerschnitzel – Wiener Nationals (Final Weekend, July 28)
- OHV & Boating and Waterways (July 20–24)
- U.S. Army (July 26-29)

Working on the following partnerships:

- Sprint - Supporting Sponsor of the Mariachi Competition
- Rabobank – Livestock Show Rings and Sale of Champions
- Bank of America – Life’s Big AG-venture/Farm Tours
- Groupon
- SMUD
- Chrysler Fiat
- American Beverage Association
- Sprint - Supporting Sponsor of the Mariachi Competition
- Metro PCS
- Boost Mobile
- Quick Quack Car Wash – parking ticket backs

- American Beverage Association

### **California State Fair Gala**

We are presently at \$87,825 in sales and are continuing our efforts to generate more sales.

<b>Public Relations and Other</b>
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75,000 Read to Ride program flyers are being distributed to the Sac City School District, Elk Grove School District, Sacramento Public Library and our partners Univision and Cal Fit. We translated 500 into Vietnamese. The Elk Grove School district requested the translation in order for us to participate and distribute flyers to the whole district.

#### Community Events:

The following events are scheduled throughout the community promoting the State Fair, selling discount tickets and promoting Read To Ride and our competitions.

#### **April**

Saturday, 4/28: Kids Day – Hagan Park, Rancho Cordova

#### **May**

Friday, 5/4: Raley Field Brewfest – Raley Field, West Sac

Saturday, 5/5: California Honey Festival - Downtown, Woodland

Saturday, 5/12: Komen – Cal Expo

Saturday – Sunday, 5/12-13: Berryfest – Roseville Fairgrounds

Saturday, 5/19: Fish Family Fest – Cal Expo

Saturday, 5/26: International Kids Fest - William Land Park

#### **June**

Saturday, 6/2: Taco Fest – Del Paso Blvd

Saturday, 6/9 – River Cats Farm To Fork Night

Sunday, 6/10: Pride – Capitol Mall

Friday, 6/15: Front Street Brewfest – Front Street Animal Shelter

Saturday, 6/23: Wild Games – Sac Zoo

Wednesday, 6/27: Farmers Market – Cesar Chavez Park, Downtown

Saturday, 6/30: Summer Spectacular – Cameron Park

#### **July**

Wednesday, 7/4 July 4<sup>th</sup> at Cal Expo

Wednesday, 7/11: Farmers Market – Cesar Chavez Park, Downtown

The Cultural Advisory Committee and Board Members are welcome to participate in any of our community events.

**Press Releases:** We continue to receive solid press coverage for the competitions. We released the Cheese Winners this month and sent out a press release announcing the Craft Beer Competition. We released the Gala award winners.

**July 4<sup>th</sup> at Cal Expo:** Entercom radio and 106.5 The End will be our July 4<sup>th</sup> sponsor for the first time this year. All of the Entercom radio stations will be on-site and 106.5 will simulcast the Fireworks show. The California State Fair receives on-air promotions for both the July 4<sup>th</sup> event and the State Fair.

We are well on our way for another terrific fair this year.