

State of California

California Exposition & State Fair
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MEMORANDUM

Date: April 26, 2019
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

The Marketing Department is excited to showcase the new campaign for 2019 - California State Fair & Food Festival – “Let’s Get Together”. Uncommon will present the creative campaign during the Annual State Fair Committee meeting and at the regular Board of Directors meeting.

We kicked off the concerts and discount ticket sales on April 11, 2019. This year, we did an organic marketing campaign that included our social network, newsletter subscribers and website promotion platforms, rather than paid media. To date we have sold nearly 5,000 General Admission Tickets, Poppy Pack’s, and Reserved Concert seating – Total Sales: \$66,841.

New Partners this year include:

- Sacramento Kings Guard Gaming -- Esports Gaming Tournament
- NRG Sports Overwatch Team – Esports Gaming Tournament
- Twitch Gaming Streaming Company -- Esports Gaming Tournament
- Michigan Lakes Drone Company – Drone Light Show Friday, Saturday and Sunday
- The LGBTQ Center – Out at the Fair/Pride Festival
- Rainbow Pages – Out at the Fair
- Russian American Media – Read to Ride

Ticket Promotions Partners include:

- Costco
- Groupon
- Sacramento Zoo

We are putting a special emphasis on Opening Day promotions to drive attendance on the first day of Fair. We offered our loyalist a \$2.00 General Admission Ticket for Opening Day and sold more than 1,400 tickets to date. Groupon will offer an Opening Day special in May and we will start promoting the Sacramento Zoo ticket partnership in May also.

During the final regular home game of the Sacramento Kings, it was announced that the “Kings Guard” will be at the Esports Gaming Tournament during State Fair. Additionally, we will partner with the Kings in June for their Summer Spectacular Event.

Sponsorship Update

The new exhibits and events have opened doors to new conversations surrounding the California State Fair. We are in talks with many new sponsors for the Esports Gaming Tournament and other new exhibits.

We have some exciting new Partners, Bank of America has become the Title Sponsor of the Selfie Experience and we have grown the Winery of the Day program to \$290,250 (up \$63,750). We are presently talking with many new and existing sponsors and are working on “tech” sponsors for the Esports Center.

Here is the breakdown of sponsorship revenue to-date:

- Cash - **\$2,109,907.81**
- Budget Reliving Trade - **\$229,416.00**
- Total Revenue - **\$2,339,323.81**

We are also currently in conversations with the following groups:

- Dodge Ram – Ride & Drive and display
- Ford
- Wienerschnitzel
- California Parks (mobile tour)
- Chevron
- Kaiser Permanente
- Wells Fargo Bank
- GTN
- IKEA
- Xfinity
- Blue Diamond Almonds
- AARP
- ASUS
- Nintendo
- PlayStation
- BenQ
- Esports Arena
- Kings Guard Gaming
- State Farm Insurance
- GameStop
- OPSeat
- And many more...

Public Relations and Other

Thus far, 75,000 Read to Ride print program flyers have been distributed to school districts and sponsors in English, Spanish, Vietnamese, and new this year -- Russian. We distributed print book reports forms to the Sacramento City School District, Elk Grove School District, Sacramento Public Library and our partners Univision and Cal Fit. We expanded our participation to now include Rocklin/Roseville, Twin Rivers, Natomas and El Dorado County School Districts in digital distributions for the program. The Russian American Media, Univision and the Sacramento Bee are partners in distributing to their respective markets and we are making plans to have increased participation this year.

Community Events:

The following events are scheduled throughout the community to promote the State Fair, selling discount tickets and promoting Read to Rides and all the NEW exhibits and events this year.

April

Saturday, 4/27: Kids Day – Hagan Park, Rancho Cordova

May

Raley Field Brewfest – Raley Field, West Sac
California Honey Festival - Downtown, Woodland
Komen – Cal Expo
Fish Family Fest – Cal Expo
International Kids Fest - William Land Park

June

River Cats Farm To Fork Night
Pride – Capitol Mall
Front Street Brewfest – Front Street Animal Shelter
Wild Games – Sac Zoo
Farmers Market – Cesar Chavez Park, Downtown
Summer Spectacular – Cameron Park
Sacramento Republic Games

July

July 4th at Cal Expo
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 favorable press coverage for the competitions and events at Cal Expo. Additionally, we have received press mentions for our Agriculturist of the Year, Beer, Wine, Cheese, and Olive Oil Competitions in many media across the State.