

State of California

California Exposition & State Fair  
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## MEMORANDUM

**Date:** April 18, 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- i.e.: Kings, Big Day of Giving.

March 27<sup>th</sup> through April 8<sup>th</sup> we promoted our concert line up and discount tickets. Our sales were strategically timed for Spring break and we are up 153% for discount tickets and even for concerts in sales this year. We put special focus on the Fun Pack and it has seemed to have paid off with 170 Fun Pack sales this year versus 46 last year during our pre-sale flight.

### Sponsorship Update

Sponsorships are moving at a very brisk pace. This is the month that we are finalizing a lot of last year's sponsorships and hearing back from potential new sponsors. I have provided some detailed information below for your review:

Part of the overall strategy is to increase existing sponsorship dollars and engagement opportunities. Below is the list of current sponsors that have increased their sponsorship this year.

- California Family Fitness – increased cash \$10,000, and trade to \$26,000
- T-Mobile – sponsoring the Charging Stations increase \$30,000
- DirecTV – increased sponsorship by \$14,000
- Winery of the Day and Wine Ads are currently up and total \$221,000
- Tractor Supply Company – increased \$7,500 to add AG Family Cool Zone

The following list includes new proposals and possible sponsorships that are in the works.

- PG&E to sponsor the shade in Expo Center for \$35,000
- Mariachi Competition sponsorship– California Endowment, Toyota, Metro PCS, Sprint, SMUD, PG&E Chrysler, SOL
- AARP – Senior Day Sponsorship
- Rabobank – Giving Mondays Title Sponsorship
- Fiat Chrysler – Ride & Drive (Rodeo Arena)
- Ford – Silent Disco
- Bank of America – Life’s Big AG-venture/Farm Tours

Returning Sponsorships still pending:

- Kaiser Permanente – Farm/School Tours (renewal)
- US Army
- Wienerschnitzel – Wiener Nationals extend to two days (Opening Weekend)
- EV Ride & Drive (near Grandstands)
- American Beverage Association – Waste Disposal Signage
- Wells Fargo - \$2.00 Rides for All and Kids FREE Tuesdays (renewal)
- Mobile Tours – outreach for multiple tours
- And much more

#### **Public Relations and Other**

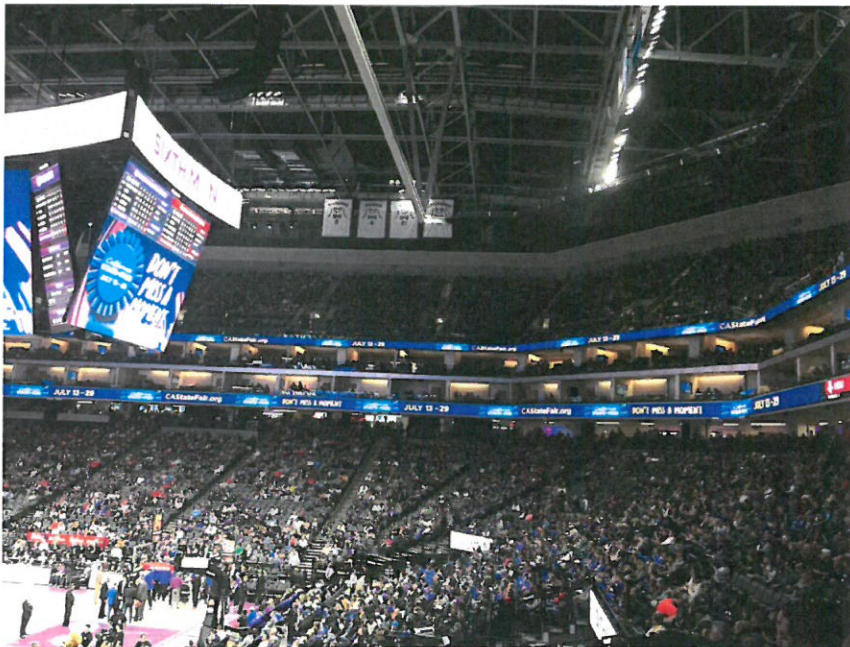
Read to Ride program flyers have now been translated in Vietnamese. The Elk Grove School district requested the translation in order for us to participate and distribute flyers to the whole district.

We are a Media sponsor for the Big Day of Giving on May 3<sup>rd</sup> and we will be able to promote our non-profit ticket program through them this year. Flyers are complete and will be distributed this month throughout the community at events as well as the cultural advisory committee.

We are partnering with the Sacramento Zoo this year. Families can buy a State Fair ticket and Zoo pass and get into both for only \$20.00 adult and \$16.00 for kids. We are cross promoting in email newsletters, social and at the Zoo.

We partnered with the Kings for their last game of the season for Fan Appreciation Night. We gave away tickets to the State Fair and they launched the tickets from the top of the arena on parachutes for people to grab. It created quite a frenzy and memorable moment. As part of the giveaway, we received the Jumbo Tron messaging and the ticker that goes around the arena.

Here are pictures of the evening.



**Community Events:**

The following events are scheduled throughout the community promoting the State Fair, selling discount tickets and promoting Read to Rides 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  
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.

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