

MEMORANDUM

Date: March 13, 2020

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

Marketing Department

The marketing department welcomed Josie Lee in January as a permanent full-time marketing staff member. Staff is extremely excited to have her on board as our new Marketing Communications Coordinator in charge of all our channels of marketing, social media, email outreach, website marketing, year-round event support and eboard coordination.

Website Redesign

Over the last three months, the department is working with Three 29, our website developer to combine Calexpo.com with CaStateFair.org. The website will be completely redesigned for better information flow, easier updates, video and visual improvements, improved ADA and to help boost easy ticket purchases for all of our events, especially the California State Fair. Temporary staff is working 4-6 hours a day for the next two weeks to input 190 pages of content and get the site ready to test and deliver at the end of March.

State Fair Planning

Plans are well underway for the 2020 California State Fair. The marketing campaign is in the final stages of design prior to launching in April. Our theme this year will build on the popularity of the food festival in 2019 and will focus on the community to join together for the one event in the summer that welcomes everyone. Uncommon will present the campaign to the board on March 13th.

Capitalizing on our successes from last year, we are bringing back the Food Festival pass and competition, Esports Gaming Tournament, a Candy/ Sweet Selfie Exhibit and Goat Mountain. In our marketing, we are planning to focus on animals to support the ever-popular animals and the new Cats & Dogs exhibit.

Special promotional days will continue with Military and First Responders Day's on Thursday's sponsored by Vitalant, Tuesday Kids Free Day proposed sponsorship to

Bank of America, SMUD Giving Monday, \$2.00 Taste and Out at the Fair. Out at the Fair will be on Saturday, July 25th and we have secured community partnerships with the LGBT Center/ Pride Festival and LGBTQGuide.com. New this year, Pet Food Friday's and Team Spirit Days. We are proposing a pet food drive on the second and third Friday of the Fair and a Team Spirit Day on Wednesday's. All details are TBD at this point.

A paid media campaign is scheduled to launch the second week of April to announce our discount tickets and concert line-up.

Sponsorship Update

The new exhibits and events has opened doors to new conversations surrounding the California State Fair. Talks are ongoing with many new sponsors and efforts to secure returning sponsorships are moving forward. DBI distributorship was sold to Reyes Holding Company last year and the new company decided not to renew the marketing sponsorship directly with Cal Expo. Eventpartnerships is working with Molson/Coors to continue the sponsorship of the Miller Lite Grandstands and is in talks with other malt beverage companies to secure cider, and craft beer sponsorships.

Here is our position presently for sponsorship revenue:

- Cash - **\$882,900.56**
- Budget Reliving Trade - **\$15,000**

New Sponsorships

- Miller Consulting – Skin Care - \$31,000
- Borsos Marketing – Skin Care - \$30,000
- Forever Young – Skin Care - \$70,000
- Red Blind Media – Candy Selfie Experience - \$65,000

We are in conversations with the following groups:

- Bank of America
- Sleep Number
- Mechanics Bank
- CA Grown
- Markstein
- Molson Coors
- Angry Orchard
- SMUD
- Chevrolet
- US Army
- PG&E
- ASUS (Republic of Gamers)
- HyperX
- Consolidated Communications
- Tech2U
- Chevron
- Big O Tires
- CDFA
- Ford

- Sprint
- Verizon
- Wienerschnitzel
- GTN
- California Family Fitness
- California Parks
- Golden 1 Credit Union
- Tabu Ohana
- Save Mart (Wine Garden, Farm and California's Kitchen)
- Subaru
- Bluegreen Vacations
- Kaiser Permanente
- IKEA
- Safe CU
- T-Mobile
- Xfinity
- Blue Diamond Almonds
- AARP
- U.S. Army (Mobile Tour and Larger presence during this year's fair)
- And many more...

Public Relations and Other

Following a successful RFP for Public Relations and Crisis Communications, Mercury Communications was awarded the contract to provide Cal Expo services beginning March 1, 2020.