



State of California
California Exposition & State Fair
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MEMORANDUM

Date: July 22, 2020
To: State Fair Board
From: Margaret Mohr, Deputy General Manager Marketing
Subject: California State Fair 2020 Staff Report

Marketing Overview **COVID-19**

The marketing staff's goal, as directed by the CEO and General Manager, following the cancellation of the Fair is to create positive messaging and develop programs to help California Exposition & State Fair remain relevant in these trying times. We are using our media channels to create as much exposure as possible and using earned media relationships to supplement the lack of any budget at this time. We have implemented the following programs and promotions since May.

California State Fair Food Festival to Go May 22 – July 3rd:

The Food Festival to Go program was made possible by Spectra. They stepped up and brought the idea from the Alameda County Fair. Every Friday from 4pm-6pm, Cal Expo and Spectra staff opened the Food Festival to Go to 400 – 500 people who pre-ordered that week's menu items. Every week was a new menu and included favorites like, brisket, fried cheese cakes, macaroni and cheese and elote corn. We sold out the first three weeks and ended with a fun and diverse menu for July 3 that included corn dogs, kettle corn, bacon wrapped hot dogs and turkey legs. We also sold Light up Toys for the July 4 weekend with our fair souvenir contractor, Brian Gurlough. Over all, we sold over 3600 meals not including beer, kettle corn and drinks. Three different radio stations jumped in to help promote for meal giveaways, iHeart, Bonneville and Entercom all promoted the Food Festival on the radio and gave away meals in exchange. The Food Festival to Go was also a media darling for all of the TV stations. We received coverage several weeks in a row. Plus, the *To Go Festival* on July 3 helped to counteract the cancellation of the July 4 fireworks show.



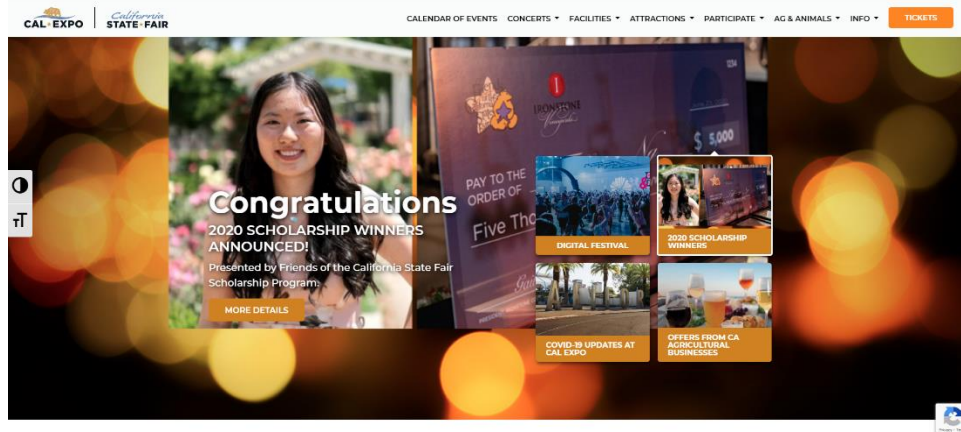
SMUD Giving Monday, June 29

During these trying times, food banks are in desperate need of food donations and Cal Expo wanted to help continue the tradition of SMUD Giving Monday. So, we teamed up with SMUD, iHeart Media and Elk Grove Food Bank to do a food drive on June 29. The teamwork was excellent and we collected over 1 ton of non-perishable food items that will serve over 300 families. We were thrilled with the response even though, in the tradition of the Fair, it was one of the first 102-degree days of the summer!



Friends of the Fair Scholarship Program:

Friends of the Fair awarded \$44,000 in scholarships. Although the Gala was cancelled for this year, we created a press release and special website to help highlight the student awards and the gift from the Friends of the Fair.



Survey from Events Pass and WFA:

Ca State Fair was one of three Fairs chosen for a free survey from Eventspass, a partner with WFA. We implemented a survey to our fair fans and social media followers to get information about how Cal Expo and the Fair is perceived in the community. We asked questions like “How great would you consider the cultural loss if the Fair ceased to run and the fairgrounds closed?” and “How likely would you be to attend if you were required to wear masks?” Over 1800 people responded to the survey and the results will be shared next week.

July 4th Cancellation:

As mentioned previously, we cancelled the July 4 fireworks show and received more positive press coverage for our expanded Food Festival to Go program. Most of the mentions included, although the fireworks were cancelled, the Food Festival to Go program is expanding and offering more”. We received over 1.5 million earned media impressions.

Sponsorships:

Although, few companies are interested in talking about sponsorships at this time, Event Partnerships continues to build relationships and work towards long-term marketing partnerships. We have been working on the following contracts:

Coca Cola – Extended our agreement for 1 more year with a guarantee of \$284,000 for the 2021 Ca State Fair – contract pending

Welks Resort - \$30,000 for the 2021 Fair – contract signed

Molson Coors - \$15,000 Eboard sponsorship through December 2020 – contract pending

Chevrolet - \$260,000 two-year deal – contract sent in for signature

Anheuser Busch – Negotiating for the marketing rights for 2021

HyperX – negotiating for a future Esports partnership

Sleep Number – Working on digital festival and 2021 Fair - \$150,000

Ca State Fair Digital Festival:



In an effort to innovate, the marketing staff created a series of events that fair fans can do at home. We launched the effort last week prior to the Opening Day of what would have been the Fair. This was another opportunity to get some positive press out of what is a stressful situation. The schedule of events starts with the 2020 State Fair poster, fair stories and includes wine tours, beer and cheese tours, olive oil videos as well as Twitch Hangouts and Silent Disco DJ Battles. The full event schedule is at www.calexpostatefair.com/digital-festival. These events will continue through August 10 with a Sleep Number Carnival game ending on the 10th.

Here are the links to the various events:

Twitch

<https://calexpostatefair.com/digital-festival/twitch-channel-hangout/>
<https://www.twitch.tv/castatefair>

DJ Battle

<https://www.quietevents.com/event/cal-expo-silent-disco/>







Poster

<https://calexpostatefair.com/digital-festival/ca-state-fair-2020-poster/>
<https://calexpostatefair.com/wp-content/uploads/2020/07/CSF-2020-Poster.pdf>



While we would have loved to continue our 166-year CA State Fair tradition, we want to keep the Fair spirit alive with these fun activities!

Celebrate with us during our CA State Fair Digital Festival!

 <p>CA State Fair 2020 Poster</p> <p>Add the 2020 Poster to your collection with this free digital download!</p> <p>MORE DETAILS</p>	 <p>Share Your Favorite Fair Stories</p> <p>Celebrate the CA State Fair throughout the years by sharing your favorite Fair story!</p> <p>MORE DETAILS</p>	 <p>CA State Fair Twitch Channel Hangout</p> <p>Hang out & chat on CA State Fair's Twitch channel for a chance to win a season pass!</p> <p>MORE DETAILS</p>
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Vitalant/iHeart/Cal Expo Blood Drive August 7:

Another Ca State Fair tradition continues with a Blood Drive on August 7 in Building A. Vitalant, iHeart and Cal Expo are partners in promoting this event. This drive will be much smaller than the typical 2,000-person blood drive that we do every year with Univision before the Fair in June. 250 blood donors will pre-register to give blood and will come to Cal Expo for the one-day event. Registration is open on-line now and will continue until all appointments are filled.

The marketing team will continue to look for opportunities to highlight Cal Expo and State Fair in a positive way and will work with our partners to help each other in the best possible way. We continue to engage and interact with our fans and keep our social media, newsletter, eboard and website current and active.