More than a fair SUCCESS!

The 2010 Canyon County Fair & Festival campaign kicked off with many goals and strategies in place; including an increase in Fair attendance by 10% and an increase in Fair sponsorship by 5%. The strategic actions were to create consistent messaging and branding. The execution involved utilization of existing relationships for increased exposure and sponsor value. The improvements to the 2010 Fair Campaign consisted of a comprehensive website re-design for easier navigation and maximized sponsor recognition.

Results of the 2010 Canyon County Fair & Festival Campaign:

- 45,686 Fair attendees (nearly 15% increase), which exceeded our goal by 5%.
- Nearly 16,000 Fair attendees on Saturday, a recording breaking Saturday attendance.
- 4,960% increase in Facebook fans; from 23 to over 1,141 in four months.
- 97,973 visitors to CanyonCountyFair.org
- 1,500% increase in advertising exposure.
- 5% increase in sponsorship during 2010, a record breaking year.
Thanks to our Sponsors:

Ford

Drive one.

Treasure Valley Ford Stores
www.ThinkFordNow.com

Thanks also to:
Goodwood Barbecue
On the Border
Idaho Distributing & Coors Brewing Co.
Intermountain Community Bank
Idaho Pork Producers
Hardball Farms
Legacy Home Health Care & Hospice
Handyman Connection
Meridian Hospitality Group
Event Rents

Simplot
Computer Stop
ESGR
Butte Fence
Aaron’s
Havenwood Caregivers
Urban Liaison
KTVB Channel 7
Peak Broadcasting
Franklin Building Supply

canyoncountyfair.org   (208) 455-8500
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Event Posters:

700 posters were distributed throughout the Treasure Valley and were placed in high traffic areas for maximum exposure.

Reach:
Approximately 2,000+ each day.
Ticket Posters:

25 posters were distributed at specific ticket locations, informing people of ticket purchasing options and details.

VIP Ticket Posters:

10 special posters appeared at FORD dealerships and Idaho Press Tribune to promote the VIP concert event.
Marketing Mix | Print Design

NEWSPAPER & MAGAZINE

IDAHO PRESS TRIBUNE

Tabloid and Newspaper Ads

32 ads were run prior to and during the Fair. Idaho Press Tribune printed a special tabloid which included a schedule of events, sponsor ad space, Fair related articles and photos. Additionally, 1,550 Free Admission passes, provided by Idaho Press Tribune, were redeemed on Thursday, July 29th.

Approximately 24,500 people received the special tabloid. In addition to printed materials, Idaho Press Tribune provided online advertising with approximately 20,000+ impressions.

Reach: The Tabloid: 24,500 people
Online Ads: 20,000+ impressions
Newspaper Ads: 58,000 average daily circulation.

IDAHO STATESMAN

Newspaper Ads

Four Idaho Statesman ads were run on weekdays and three ads on Sundays prior to and during the Fair.

Reach: Approximately 185,099 in circulation per weekday and 223,400 in circulation per Sunday.
THE URBAN LIAISON

Magazine Ad

One ad ran in the July edition, along with a featured four page spread about the Fair.

Reach: More than 160,000 readers in Ada, Canyon, Malheur and Payette Counties and Ontario, Oregon.

HORSE SPORTS

Magazine Ad

Ads ran in the June and July editions of the magazine.

Reach: Over 35,000 subscribers per month, throughout Idaho.
10,000 event brochures were printed. Approximately 1,000 were distributed around the Treasure Valley prior to the event and given to 9,000 Fair attendees.

Reach: 10,000+ Fair attendees and potential Fair attendees.
4,000 exhibitors guides were printed. Approximately 3,500 were distributed to those who planned to exhibit at the Fair and about 1,400 exhibitors submitted their entries online.

Reach: 4,000+ potential Fair exhibitors.
Marketing Mix | Web

Website

The web site received a complete face lift. From navigation to overall design, the site was brand new this year. New site features included: blog; live twitter feed; and videos such as sponsor recognition clips.

The site had 97,973 visits from March 1st to September 1st. Of those visits, 79,863 were unique.

The site had nearly 10,000 visits in the month of July alone.
Web banner

Idaho Press Tribune, Idaho Statesman, KTRV Fox 12, KIZN 92.3 FM and many other media providers included a web presence in their advertising package.
Marketing Mix | Social Media

Facebook

The Canyon County Fair Facebook page had an increased number of fans from 23 in 2009 to 1,141 by September 1st, 2010.

The news feed status was raised to ‘top feed’ and the Canyon County Fair website received 619 visitors due to Facebook referrals (people who clicked on the link from Facebook). The use of Facebook ads resulted in nearly 600,000 impressions, as well.
Twitter contributed to event awareness and attendance. During the Fair, live feeds were displayed on digital signage to promote events and activities on-site.
eNewsletter

Sent to 1,799 list members on July 29, 2010 1:51PM MDT

Overall Performance

Opens(327): 18.18%
Clicks(80): 4.45%

2010 was the first year an eNewsletter was sent out for Canyon County Fair & Festival.
Marketing Mix | Television

Commercials

The Canyon County Fair & Festival had television spots appear on CableOne, KTVB Channel 7, KBOI Channel 2, KTRV Fox 12 and Journal Broadcast Group. Each station was provided a “Donut Spot” to fill with their promotions. This helped to maximize the Fair’s exposure and maintain consistent branding across all media outlets.

Reach: More than 510,000 viewers across Idaho, Oregon, Nevada and surrounding areas.
Commercials

The radio ad produced for the Canyon County Fair & Festival ran on Journal Broadcast Group, Impact Radio, Peak Broadcast Group and Citadel Broadcasting Group. Each station was provided a “Donut Spot” to fill with their promotions. This helped to maximize the Fair’s exposure and maintain consistent branding across all media outlets.

Reach: More than 440,000 listeners across Idaho, Oregon, Nevada and surrounding areas.

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<tr>
<th>Music bed under</th>
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<tr>
<td>KIZN &amp; KGFC</td>
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<td>:30 - CCF</td>
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<td>:10 - Ford</td>
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<td>:20 - Station</td>
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<td>Sponsors: KBOI TV</td>
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| IMPACT           |
| :30 - CCF       |
| :10 - Ford      |
| :20 - Station   |
| Sponsors: KTRV Fox 12 – Idaho Press Tribune |

| K-HITS – 107.1 |
| :30 CCF       |
| :10 Ford      |
| :20 K-HITS    |

Leave the 20 sec. for K-Hits to fill in themselves

Press Tribune – Special Deal – Runs on K-HITS – Needs to stop running after Thursday afternoon :30 CCF :20 Ford :10 ID Press – Come to the fair on Thursday for lunch and get free admission between noon and 2pm brought to you by The Idaho Press Tribune :10 – On sale now V.I.P. tickets for The Guess Who concert on July 29th Advance ticket sales available at Dan Wiebold Ford and the Idaho Press Tribune office in Nampa

ANNOUNCER

Don’t miss this year’s all-star lineup of concerts Thursday, July 29th – The Guess Who Friday, July 30th – Keith Anderson with special guests, The Harters Saturday, July 31st – Clay Walker Sunday, August 1st – Little River Band For more info, visit canyoncountyfair.org

Find us on Facebook and follow us on Twitter @2CFair

If you’re gonna’ call it Super, you better have the stones to back it up... Check out the new 2011 Ford Super Duty Trucks on display at the fair, Your Treasure Valley Ford Store, or ThinkFordNow.com.

If you need to shorten it, try this:

If you’re gonna’ call it Super, you better have the stones to back it up... Check out the new 2011 Ford Super Duty Trucks on display at the fair or Your Treasure Valley Ford Store or thinkfordnow.com

Wheelin’ n Squeelin’ at the Canyon County Fair.

(SFX – Tires squeal, pig oink)

Presented by Treasure Valley Ford Stores. Sponsored by D&B Supply

Be sure to check the Idaho Statesman for a $1 off fair admission coupon and a family value pack coupon for the carnival.

:60 – FULL

:20 Fair
:10 Ford
:30 Station

K-HITS – 107.1

On sale now Special V.I.P. tickets for dinner and The Guess Who concert on Thursday, July 29th Advance ticket sales available at Dan Wiebold Ford and the Idaho Press Tribune office in Nampa Stop by the Blue and Orange Store Booth at the Fair to meet former BSU Football Players from 3-5pm on Friday July 30th Sponsored by: KIZN Kissin 92, 97.9 KGFC, KBOI TV 2, KTRV Fox 12, KIVI Channel 6, Idaho Press Tribune, The Idaho Statesman, 107.1 KHitS, Bob FM, KSRV The Bull, La Ponderosa, Wild 101FM, Project Filter, Goodwood Barbeque, Cableone, 1350 KTOK The Ticket, D&B Supply, Karcher Estates
For Immediate Release

April 2, 2010

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rhea@peppershock.com

ANNOUNCING AN ALL-STAR LINE-UP FOR THIS YEAR’S CANYON COUNTY FAIR CONCERT SERIES

The Canyon County Fair & Festival, scheduled for July 29 – August 1, 2010, will offer FREE concerts with your paid Fair admission. Reserved seating is available for $20 in advance and $25 at the gate upon availability (ticket prices include Fair admission).

Tickets are available online at the Fair’s all new website at www.canyoncountyfair.org. Advance sale tickets will be on sale until 5:00 p.m. on the night of each performance. Concerts start at 8:00 p.m. nightly and Simplot Stadium gates open at 7:00 p.m.

Tickets are also available through www.ictickets.com, at all ICTicket outlets including Treasure Valley TCBY stores, J n’J Corner Store in Payette, Jack’s Drive-In in Caldwell, or charge by phone at 208-442-3232.

Thursday, July 29 – The Guess Who
Canada’s first international rock superstar group, The Guess Who will be bringing their energetic sounds of rock and roll to the Simplot Stadium. They’ve had 14 Top 40 hits like “No Sugar Tonight.” “Clap For The Wolfman,” “Star Baby.” and perhaps their best-known song, “American Woman.”

Friday, July 30 – Keith Anderson
The Canyon County Fair & Festival billboard ads had 3,225 total rotations on 5 different billboards located across the Treasure Valley.

Reach: Approximately 255,907 daily impressions.
Digital Signage - On-Site & At Events

Two monitors displayed a schedule of events, a live Twitter feed and sponsorship logo rotations during the Fair. The display allowed the main sponsor to be visible at all times with their logo and looping video. Other sponsor logos were featured in a looping graphic animation.

Reach: 45,686+ Fair attendees.
Marketing Mix | Special Events

Scooby Doo

The Canyon County Fair website and social media profile advertised a special event inviting children to meet and have their photo taken with Scooby Doo. The goal behind this event was to increase value for the sponsors and to gather future Fair attendee contact information.

Reach: 45,686+ Fair attendees.
Boise State/Fiesta Bowl football players were available for autographs Friday, July 30th at the Canyon County Fair & Festival. The session was advertised through multiple social media outlets and drew a large crowd of fans which contributed to increasing Fair attendance and admission.

Reach: 45,686+ Fair attendees.
YouTube Pork Recipe Contest

The YouTube Pork Recipe Contest involved the utilization of social media to promote a pork recipe contest. The winner of the contest was then featured at the cooking show during the Fair. The YouTube contest resulted in: filled audience seats at the Fair presentation; increased sponsor value and exposure; and increased public YouTube interaction.

Reach: 45,686+ Fair attendees and YouTube viewers.
The Pre-Event Ford Fox Hunt involved hiding stuffed foxes in cars at Dan Wiebold Ford and Meridian Ford. People who found the foxes won Fair prize packs including carnival admission and concert tickets.

Reach: Potential Fair attendees; Ford dealership visitors; users of social media; KIZN and KQFC listeners.
The 2010 Canyon County Fair & Festival, “Wheelin’ & Squealin’ was a huge success and none of it would have been possible without the help of all of the generous sponsors and community support. The Canyon County Fair & Festival looks forward to continued positive relationships and successes in 2011 and years to come!