

MEMORANDUM

Date: March 12, 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 13-29th. 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.

During Valentines week in February we launched a special email and social marketing campaign for just 4 confirmed concerts. UB40, Kool & The Gang, Trace Adkins and Sugar Ray. We sold over 700 tickets for over \$18,000 at this point. It was a test to see what we could do with a special promotion. We consider it a success due to the amount of tickets sold and the fact that we did not spend any money on the promotion.

On, March 27th we will announce the full concert line-up and go on-sale to the public on March 30th. We will focus on concert ticket sales and discount tickets especially the Fun Pack that is a 45% discount package. We will use radio promotions, social and digital media for the pre-sale launch. The timing is scheduled around spring break, pay day and Easter.

Read to Ride plans have started and the California Lottery as a sponsor will be promoting the program Statewide in their newsletter and Univision will sponsor again this year. The Sacramento Bee has also begun to distribute the Read to Ride flyers with their Newspaper in Education program. They distributed 500 flyers last week.

Community Events:

Beginning in April, marketing will begin our community outreach at local events to get the word out about the California State Fair dates and sell advance tickets. We plan on scheduling at least one event if not more every weekend until the Fair. We are looking at new events such as

the Honey Festival in Woodland and the Wild Games event at the Zoo. Current events scheduled include: Pride, Rancho Cordova Kids Day, Raley Field Brewfest, Susan B. Komen, Fish Fest, International Kids Fest, Farmers Markets, and Taco Fest.

The Horse Racing marketing plan is due in April. Marketing is putting together a list of possible promotions and ticket packages to help drive Grandstand attendance. Splash Dogs, Weiner Dogs and Steampunk at the Races are scheduled to come back for the 2018 Fair.

The Non-profit ticket program application form was revamped this year to make it easier for non-profits to participate. Outreach to major non-profits has already begun. We will be participating in the Big Day of Giving on May 3rd again this year and will be able to promote our non-profit ticket program through them this year.

Public Relations and Other

The Navy has chosen Sacramento as one of 7 cities for Navy Week from July 16-July 22nd. A big part of their decision was to partner with the California State Fair and be a part of Military Appreciation Day and other activities during the week. We had a very successful meeting with them and have determined several programs that we will work together on during the State Fair. They will provide a helicopter for Military Appreciation day, the US Constitution Color Guard for opening ceremonies. The Navy band will participate on grounds in various venues, as well as doing a ceremonial wreath lying at the 911 memorial. They will also have a mobile tour on grounds that include a Virtual Reality Navy Seal experience and recruiting officers. Our media team will also coordinate with their media team on TV and radio interviews prior and during the State Fair.

We are also ramping up our renewals for sponsorships, targeting new prospects and reaching out to cheese, beer and olive oil companies to advertise in The Best of California Magazine this year. Marketing, the Sponsorship team and Programs are working hand in hand to identify this year's increased sponsorship opportunities. Special focus is currently on a Giving Monday promotion sponsorship and Mature Adult/Senior sponsorship. We are also seeking sponsors for "Cool Spots" around the Fair.

Finally, the press release for the Agriculturist of the Year received good coverage in Statewide newspapers, Farm Bureau communications, Morning Ag Clips and other digital media. Also, our Farm Tours press release was also highlighted on the Morning Ag Clips website and Fox 40 has scheduled a story in April during one of the school tours. The media team of Darla Givens and Sabrina Washington (Rodriquez) is back and working on more coverage for these events and our competitions.