

State of California

California Exposition & State Fair  
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## MEMORANDUM

**Date:** May 30, 2019  
**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

The Marketing Department and Media department are gearing up for a terrific Fair. The Best of California presentations on the West steps of the Capitol is planned for June 27<sup>th</sup>. The July 4<sup>th</sup> fireworks program is once again sponsored by Entercom Radio. The community team is busy at weekend events promoting the Fair and this weekend we are at the Rivercats game for Farm to Fork night. Poppy will throw out the first pitch. We also have a promotional night at the Sac Republic on June 22<sup>nd</sup> and will be participating in the Kings Summer Spectacular with the Kings Guard. The California State Fair and Out at the Fair will be featured at the parade and festival on June 9<sup>th</sup> and new this year, Olli will be riding in the parade with us and the Out at the Fair team. This is a great way for us to showcase new innovations at the Fair.

We kicked off the concerts and discount ticket sales on April 11, 2019. To date we have sold nearly 7800 General Admission Tickets, Poppy Pack's, and Reserved Concert seating – Total Sales: \$89,964.

We are continuing to develop a custom Drone Light Show that will be scripted and choreographed to music. It will have a California theme.

The Esports gaming tournament is coming together with three big weekends planned. The first weekend is the NBA2K Bear Cup Tournament with the Kings Guard, the second weekend is NRG Sports Weekend with Smash Bros and Rocket League on Saturday featuring Niero and Garrett G two big gaming players who will be coming from the East Coast to participate. Sunday, July 21<sup>st</sup>, players from the SF Shock Team will be attending the tournament and participating in a showcase. The last weekend will be a Collegiate Overwatch tournament with UC Davis, Sacramento State, UC Irvine and UC Berkley (To be confirmed). The collegiate teams are interested in talking about their programs at each school and educating the public about this new curriculum and possible careers.

New Partners this year include:

Sacramento Kings Guard Gaming -- Esports Gaming Tournament  
NRG Sports Overwatch Team – Esports Gaming Tournament  
Twitch Gaming Streaming Company -- Esports Gaming Tournament

Michigan Lakes Drone Company – Drone Light Show Friday, Saturday and Sunday  
The LGBTQ Center – Out at the Fair/Pride Festival  
Rainbow Pages – Out at the Fair  
Russian American Media – Read to Ride

Ticket Promotions Partners include:

Costco  
Groupon  
Sacramento Zoo

We are putting a special emphasis on Opening Day promotions to drive attendance on the first day of Fair. Groupon's opening day \$6.00 offer starts this week and runs through June 30<sup>th</sup>.

### Sponsorship Update

The new exhibits and events have opened doors to new conversations surrounding the California State Fair. We are in talks with many new sponsors for the Esports Gaming Tournament and other new exhibits.

Here is where we presently are in sponsorship revenue:

- Cash - **\$2,311,407.81**
- Budget Reliving Trade - **\$435,065.68**
- Total Revenue - **\$2,746,473.49**

We had some exciting commitments, Dodge RAM is going to be doing the Ride & Drive in the Horse Show and Rodeo Arena for eight days of the Fair (July 13 – 20), the Wienerschnitzel Wiener Nationals are back and will take place on the final Saturday of the Fair, July 27. We are presently talking with a lot of new and existing sponsors and are finalizing sponsorships with “tech” sponsors for the Esports Center, such as, Twitch, Tech 2 U, Kings Guard Gaming, NRG Esports/San Francisco Shock. We are also working hard on securing Mariachi Competition sponsorships.

We are in conversations with the following groups:

- California Parks (mobile tour)
- Chevron
- Twitch
- American Beverage Association
- California Endowment
- IKEA
- Blue Diamond Almonds
- Best Buy
- AARP
- PlayStation
- Esports Arena
- State Farm Insurance
- GameStop
- OPSeat
- Mobile Tours
- And many more...

## Public Relations and Other

**Press Releases:** We continue to receive favorable press coverage for the competitions and events at Cal Expo. This past month we received state wide media for the Cultural Advisory Black Women leadership team. The local media is beginning to highlight what is new at the California State Fair this year and we are launching a series of press releases for Esports, Drones, Food Festival and commercial wine and beer results.

We are have or will attend the following events throughout the community to promote the State Fair, selling discount tickets and promoting Read to Rides and all the NEW exhibits and events this year.

### April

Saturday, 4/27: Kids Day – Hagan Park, Rancho Cordova

### May

Raley Field Brewfest – Raley Field, West Sac  
California Honey Festival - Downtown, Woodland  
Komen – Cal Expo  
Fish Family Fest – Cal Expo  
International Kids Fest - William Land Park

### June

River Cats Farm To Fork Night  
Pride – Capitol Mall  
Front Street Brewfest – Front Street Animal Shelter  
Farmers Market – Cesar Chavez Park, Downtown  
Summer Spectacular – Cameron Park  
Sacramento Republic Games

### July

July 4<sup>th</sup> at Cal Expo  
Farmers Market – Cesar Chavez Park, Downtown

The Cultural Advisory Committee and Board Members are welcome to participate in any of our community events.