

# CANYON COUNTY FAIR & FESTIVAL



Wheelin' &  
Squealin'

2010  
WRAP UP REPORT

# 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:



Drive one.

Treasure Valley Ford Stores  
[www.ThinkFordNow.com](http://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

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# Snake River stretch thrives

**CREWBOATS** Snake River stretch thrives as recreation for both locals and tourists. Crewing teams through scenic areas with professional guides and equipment, but several other programs started from Idaho's Snake River stretch to offer customers an up-close look at the river's scenic and natural attractions.

Snake River stretch is the stretch of river, from the Three Forks, generally extends a 30-year river offering educational tours this season, although some Snake River stretch operators are also offering some year. Crewing is a popular activity for many people, but it's also a great way to see the river's beauty and enjoy the view.



# Crews ready to plug well for good

**NEW ORLEANS** — The city of New Orleans is looking for a way to plug the gap in the city's revenue. The city is looking for a way to plug the gap in the city's revenue. The city is looking for a way to plug the gap in the city's revenue.

## Canyon County jail bond vote Tuesday

Canyon County voters will vote Tuesday on a jail bond issue. The issue is whether the county should increase its jail bond amount.

# Fair celebrates high attendance



Three-year-old boy, 7, of 2nd grade, enjoys riding his horse at the Canyon County Fair.

Front Page Headline!

Urban Liaison Ad

Press Conference

**Canyon County Fair & Festival Packed house for the Clay Walker concert on Saturday night!**

Busy Night at Clay Walker Show  
 July 31 at 9:56pm · Comment · Like · Share

3 people like this.

View all 4 comments

Diane Lembke Clay and band were AWESOME!  
 August 1 at 12:36am · Like · Delete · Flag

Kissin' FM Thanks for coming out everyone!  
 August 1 at 11:38am · Like · Delete · Flag

FFA member Jessica Reynolds of Kuna holds Pickles the pig at a Wednesday afternoon press conference at the Canyon County Fairgrounds where Canyon County Fair Board of Directors President Kevin Spaulover, left, announced new features at this year's fair, including a pork recipe contest.

**Canyon County Fair & Festival Clay Walker at the Canyon County Fair!**

July 31 at 9:04pm · Comment · Like · Share

3 people like this.

Candace Bilbrey Awesome!! He puts on a great concert!  
 July 31 at 11:26pm · Like · Delete · Flag

**Fair honors military families**

Friday, he could think of nothing better than Military and Veterans Appreciation Day at the Canyon County Fair, which included discount tickets and rides for military members and their families.

"I think it's the greatest thing that ever happened," Carls said. "I wish when the troops came back from Vietnam we were getting the same respect the young troops are getting nowadays."

Facebook Fans

Military/Veteran Appreciation Day

# Marketing Mix | Print Design

## POSTERS

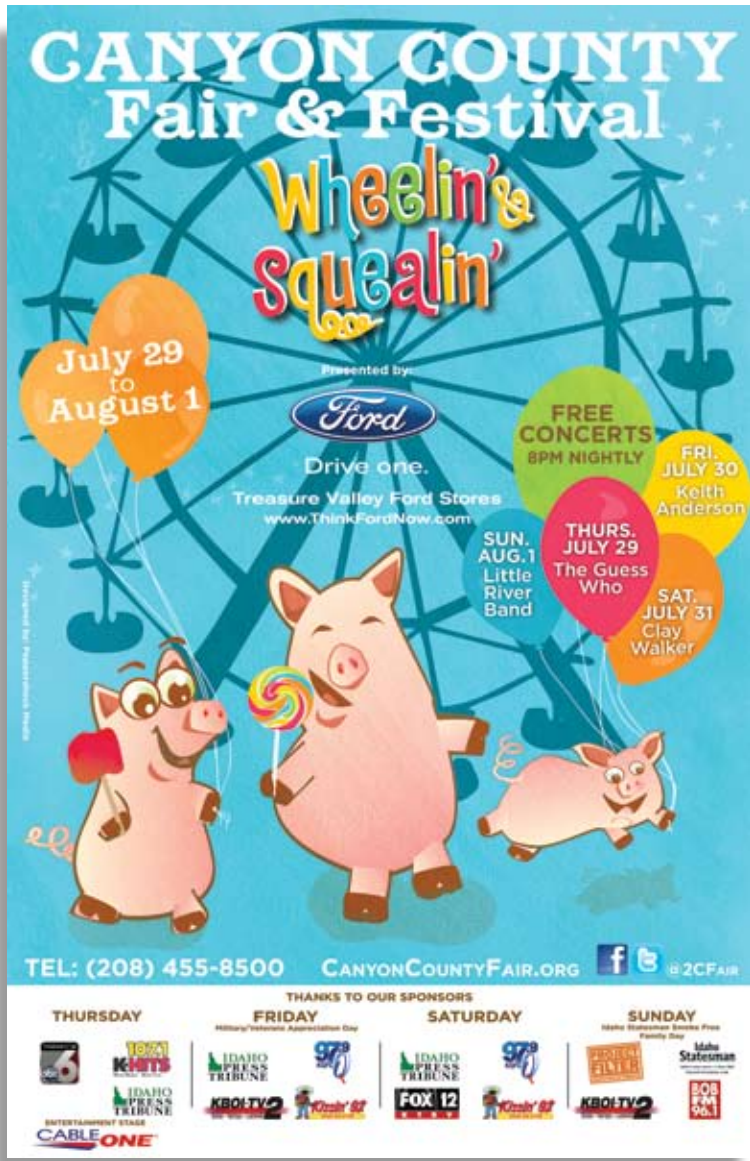
### Event Poster

#### 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.



VIP Ticket Posters

**Ticket Posters:**

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

**Ticket Poster**

**CANYON COUNTY Fair & Festival**  
**WHEELIN' & SQUEALIN'**  
 JULY 29 to AUGUST 1

**ADVANCE SALE CARNIVAL TICKETS AVAILABLE HERE**  
**\$18-Pay-One-Price-Ticket**  
 May be exchanged at the carnival ticket box for Unlimited (S7 Savings. Regular price at gate \$25)

**ADVANCE TICKET SALE ENDS JULY 28 AT 5 p.m.**  
**ON-SITE DAILY CARNIVAL SPECIALS**

<b>THURS. JULY 29</b> Kidland Opens at 2 p.m. \$10 wristbands from 2 p.m. to 5 p.m. (100-lb and under only) Full midway opens at 5 p.m.	<b>FRI. JULY 30</b> Double Your Fun 2-for-1 Unlimited Ride Wristband with Coupon (Early wristband session only. Good from 2 p.m. to 5 p.m. Limit one offer per person. Both wristbands must be presented to redeem offer. Coupon must be redeemed by 5 p.m.) Carnival opens at 2 p.m.
<b>SAT. JULY 31</b> Carnival Opens at Noon	<b>SUN. AUG. 1</b> Family Fun Pack \$25 with Coupon 30 Ride Tickets & 5 Game Tickets (each \$1 exact) \$10 Savings (Coupon must be redeemed by 8 p.m. at carnival ticket box. Limit one offer per person.) Carnival Opens at Noon. Coupons available online at <a href="http://www.CanyonCountyFair.org">www.CanyonCountyFair.org</a>

For more information log on to: [CanyonCountyFair.org](http://CanyonCountyFair.org) or call (208) 455-8500

**CANYON COUNTY Fair & Festival**  
**WHEELIN' & SQUEALIN'**  
 Presented by: **Ford**  
 Drive one. **Treasure Valley Ford Stores**  
[www.ThinkFordNow.com](http://www.ThinkFordNow.com)

**The Guess Who**  
 Thursday, July 29  
 Dinner 7 p.m. Concert 8 p.m.  
**VIP TICKETS AVAILABLE HERE**

VIP Tickets \$50 each  
 VIP Table for 8 \$350\*

**VIP TICKETS INCLUDE:**  
 Fair Admission, private, shaded seating for the concert, a delicious meal catered by Goodwood, Barbecue and a no-heat bar & Cake products.  
[www.CanyonCountyFair.org](http://www.CanyonCountyFair.org)  
 For more information log on to: [CanyonCountyFair.org](http://CanyonCountyFair.org) or call (208) 455-8500

\*savings of \$50! or only \$43.75 each

**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

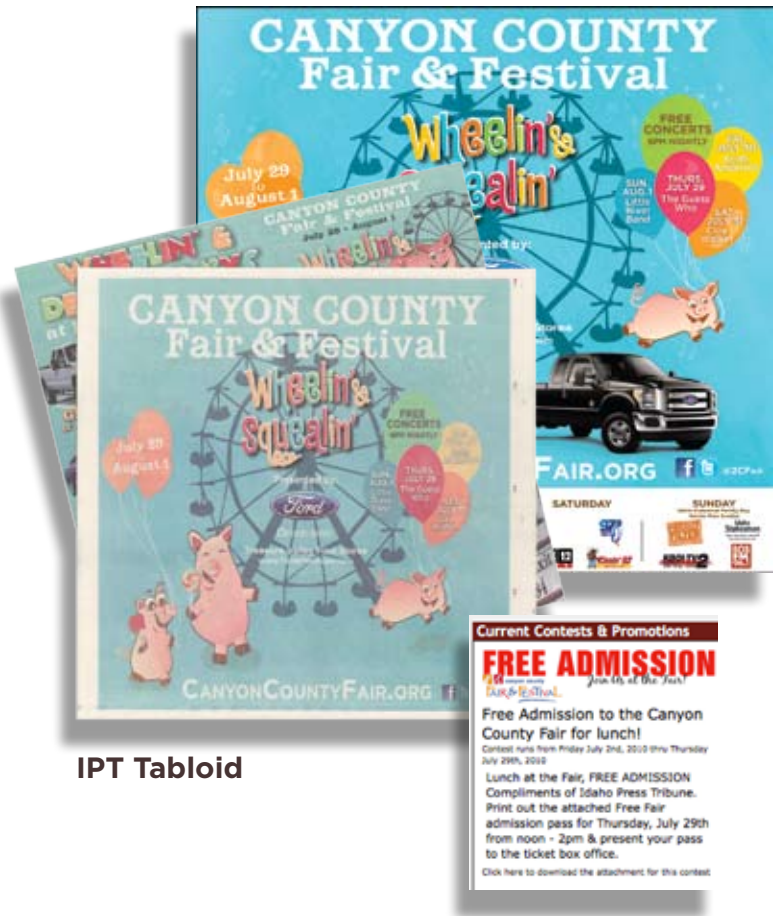
#### Tabloid and Newspaper Ads

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.

#### IPT Ad



IPT Tabloid

### 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.



Idaho Statesman Ad



## 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.

**CANYON COUNTY Fair & Festival**  
**Wheelin' & Squealin'**  
Presented by **Ford**  
Drive one.  
Treasure Valley Ford Stores  
www.TakeATestDrive.com

FREE CONCERTS 8PM NIGHTLY  
SUN. AUG 1 Little River Band  
THURS. JULY 29 The Guess Who  
FRI. JULY 30 Keith Anderson  
SAT. JULY 31 Clay Walker

TEL: (208) 455-8500 CANYONCOUNTYFAIR.ORG

THANKS TO OUR SPONSORS  
THURSDAY: KBOI-TV 2, KSNV-TV 3, KTVB-TV 4, KIDZ TV, KTVB-TV 4, KSNV-TV 3, KTVB-TV 4  
FRIDAY: Military/Veterans Appreciation Day  
SATURDAY: FOX 12, KSNV-TV 3, KTVB-TV 4, KSNV-TV 3, KTVB-TV 4  
SUNDAY: Idaho Stateman Smoke Free Family Day, KSNV-TV 3, KTVB-TV 4, KSNV-TV 3, KTVB-TV 4

Urban Liaison Ad

**CANYON COUNTY Fair & Festival**  
**Wheelin' & Squealin'**  
Ford Drive one.  
Treasure Valley Ford Stores  
www.TakeATestDrive.com

FREE CONCERTS 8PM NIGHTLY  
SUN. AUG 1 Little River Band  
THURS. JULY 29 The Guess Who  
FRI. JULY 30 Keith Anderson  
SAT. JULY 31 Clay Walker

July 29 to August 1, 2010  
TEL: (208) 455-8500  
CanyonCountyFair.org

Thanks to our sponsors:  
Coca-Cola, KSNV-TV 3, KBOI-TV 2, IDAHO PRESS-TRIBUNE

Horse Sports Ad

## HORSE SPORTS

### Magazine Ad

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

Reach: Over 35,000 subscribers per month, throughout Idaho.

# Marketing Mix | Print Design

## Event Brochure

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.



## Event Brochure

10 Canyon County Fair 2010 "Wheelin' & Squealin' Sponsorship Wrap Up

# Exhibitors Guide

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.



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## Exhibitors Guide

# 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.



Website Screen Shots

# Web banner

## Web Banners



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.

### Facebook Wall Posts



**Canyon County Fair & Festival** What's your favorite memory of the Canyon County Fair? (Please keep it clean folks)  
April 21 at 10:33am · Comment · Unlike · Promote

You like this.

- Anthony Bellone Jr** seeing my nephew last year playing on the military equipment  
April 21 at 11:58am · Like · Delete · Report
- Gina Burns** I remember our family driving away after my brother sold his little 4-H ewe, who unfortunately had become a family pet. She placed her front legs on the bottom boards of her pen, bleating for us to come back. I'm crying now just thinking about it.  
April 21 at 1:12pm · Like · Delete · Report
- Joe Clark** Seing my son's kids (my Grandkids) winning ribbons for pies, cakes, or cookies that they baked.  
April 21 at 4:19pm · Like · Delete · Report
- Canyon County Fair & Festival** We can't wait to make new memories for this year too. If someone you know has never been, invite them to go. July 29 - August 1st. CCF&F is one of Idaho's original fairs not to be missed! [www.canyoncountyfair.org](http://www.canyoncountyfair.org) Keep the stories coming, these are great to share!  
April 21 at 11:33pm · Like · Delete
- Elizabeth Lucas** Seeing, and meeting Rodney Atkins, and the hot summer days and fun entertainment at night.  
April 22 at 10:21pm · Like · Delete · Report

Write a comment...



**93.1 Hit Music Now** Mj has your tickets to The Canyon County Fair coming up next! Call 424-9300 to win and listen live at [www.931hits.com](http://www.931hits.com) keyword listen!

**THE FAIR IS THIS WEEKEND!!!**  
[www.931hits.com](http://www.931hits.com)  
93.1 is Hit Music Now

6 hours ago · Comment · Like · Share

Buster Bailey likes this.

Write a comment...

### Facebook Stats - August 2010.



**Canyon County Fair & Festival**

- 460 monthly active users ↑218 since last week
- 1,096 people like this ↑101 since last week
- 239 wall posts and comments this week ↑188 since last week
- 2,046 visits this week ↑1,299 since last week

## Twitter Posts



## Twitter

Twitter contributed to event awareness and attendance. During the Fair, live feeds were displayed on digital signage to promote events and activities on-site.



Tomorrow is Idaho Statesman Family Day, Smoke Free Sunday. Clip coupons in the paper for \$1 off Fair Admission & Carnival Family Value Pack.  
9:28 PM Jul 31st via HootSuite

Glad you could join us, what a great concert! RT @d1ronda: Me and my man @2cfair enjoying Clay Walter <http://twitpic.com/2ak3b7>  
9:27 PM Jul 31st via HootSuite

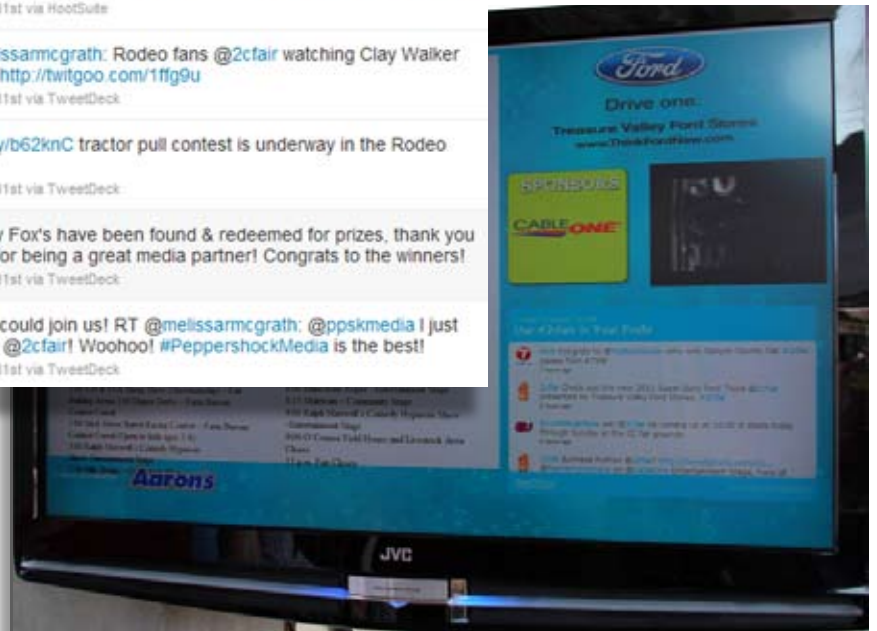
RT @melissamcgrath: Rodeo fans @2cfair watching Clay Walker from afar <http://twitgoo.com/1ffg9u>  
8:14 PM Jul 31st via TweetDeck

<http://bit.ly/b62knC> tractor pull contest is underway in the Rodeo Arena  
8:09 PM Jul 31st via TweetDeck

All Freddy Fox's have been found & redeemed for prizes, thank you @Fox12 for being a great media partner! Congrats to the winners!  
7:58 PM Jul 31st via TweetDeck

Glad you could join us! RT @melissamcgrath: @ppskmedia I just arrived at @2cfair! Wooohoo! #PeppershockMedia is the best!  
7:19 PM Jul 31st via TweetDeck

## Twitter Profile



## Digital Signage with live Twitter Feed

# Marketing Mix | Social Media

## 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.



eNewsletter





# 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.

<b>Length:</b>	:30 TV	<b>Title &amp; Version</b>	TV
<b>Phone &amp; Email:</b>		<b>Producer:</b>	Drew Allen

### TV Spots

Direction	Audio
<p>Music bed under</p> <p>Thursday Media Partners – Idaho Press Tribune, K-HITS, Channel 6, Mexicana, KNIN</p>	<p><b>ANNOUNCER</b></p> <p>Don't miss this year's all-star lineup of concerts.                      Thursday, July 29<sup>th</sup> - The Guess Who                      Friday, July 30<sup>th</sup> - Keith Anderson                      Saturday, July 31<sup>st</sup> - Clay Walker                      Sunday, August 1<sup>st</sup> - Little River Band</p> <p>For more info, visit <a href="http://canyoncountyfair.org">canyoncountyfair.org</a>                      Find us on Facebook and follow us on Twitter @2CFair</p> <p>Check out the new 2011 Ford Super Duty Trucks on display at the fair. Take-a-test-drive.com ☐ Wheelin' 'n Squealin' at the Canyon County Fair. ☐ (SFX – Tires squeal, pig oink) ☐ Presented by Treasure Valley Ford Stores. ☐ Sponsored by D&amp;B Supply</p>

# Marketing Mix | Radio

## 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.

	ANNOUNCER
<p>Music bed under</p> <p>KIZN &amp; KQFC :30 - CCF :10 - Ford :20 - Station Sponsors: KBOI TV</p> <p>KIZN &amp; KQFC :30 - CCF :10 - Ford :20 - Station Sponsors: KTRV Fox 12 - Idaho Press Tribune</p> <p>IMPACT :30 - CCF :10 - Ford :20 - Station Sponsors: Idaho Statesman - Project Filter - KBOI Channel 2 - BOB FM</p> <p>Be sure to check the Idaho Statesman for a \$1 off fair admission coupon and a family value pack coupon for the carnival.</p> <p>:60 - FULL</p> <p>:20 Fair :10 Ford :30 Station</p> <p>K-HITS - 107.1 :30 CCF :10 Ford :20 K-HITS Leave the :20 sec. for K-Hits to Fill in themselves</p> <p>Press Tribune - Special Deal - Runs on K-HITS - Needs to stop running after Thursday afternoon :30 CCF :20 Ford</p> <p>: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</p> <p>:10 - On sale now! V.I.P. tickets for The Guess Who concert on July 29<sup>th</sup> Advance ticket sales available at Dan Wiebold Ford and the Idaho Press Tribune office in Nampa</p>	<p>Don't miss this year's all-star lineup of concerts. Thursday, July 29<sup>th</sup> - The Guess Who Friday, July 30<sup>th</sup> - Keith Anderson with special guests, The Harters Saturday, July 31<sup>st</sup> - Clay Walker Sunday, August 1<sup>st</sup> - Little River Band</p> <p>For more info, visit <a href="http://canyoncountyfair.org">canyoncountyfair.org</a> Find us on Facebook and follow us on Twitter @2CFair</p> <p>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.</p> <p><i>If you need to shorten it, try this:</i></p> <p>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 <a href="http://thinkfordnow.com/">thinkfordnow.com/</a></p> <p>Wheelin' 'n Squeelin' at the Canyon County Fair. (SFX - Tires squeal, pig oink) Presented by Treasure Valley Ford Stores. Sponsored by D&amp;B Supply</p> <p>Be sure to check the Idaho Statesman for a \$1 off fair admission and family value pack coupons for the carnival.</p> <p>Come to the fair on Thursday for lunch and get free admission between noon and 2pm brought to you by The Idaho Press Tribune - website</p> <p>On sale now! Special V.I.P. tickets for dinner and The Guess Who concert on Thursday, July 29<sup>th</sup> - 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 30 - Sponsored by: KIZN Kissin' 92, 97.9 KQFC, KBOI TV 2, KTRV Fox 12, KIVI Channel 6, Idaho Press Tribune, The Idaho Statesman, 107.1 KHits, Bob FM, KSRV The Bull, La Poderosa, Wild 101FM, Project Filter, Goodwood Barbeque, Cableone, 1350 KTIK The Ticket, D&amp;B Supply, Karcher Estates</p>

# Marketing Mix | Public Relations

## Press Releases and Materials

- 2009 Canyon County Fair Photos
- 2010 Concert Publicity Photos
- Approved Concert Music Tracks
- Exhibitors Guide Press Release
- Press Conference Reminder
- General Press Release
  - Concerts Press Release
  - Clay Walker's Biography
  - Poster Elements
  - Sponsor Logos
  - Promo Music Bed



### For Immediate Release

April 2, 2010

Contacts: Rosalie Cope  
Fair Administrator  
(208) 455-8500  
[Rosalie@canyoncountyfair.org](mailto:Rosalie@canyoncountyfair.org)

Rhea Allen, Media Contact  
Peppershock Media  
(208) 461-5070 office  
(208) 250-9041 cell  
[rhea@peppershock.com](mailto: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](http://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](http://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

# Marketing Mix | Miscellaneous

## Billboards

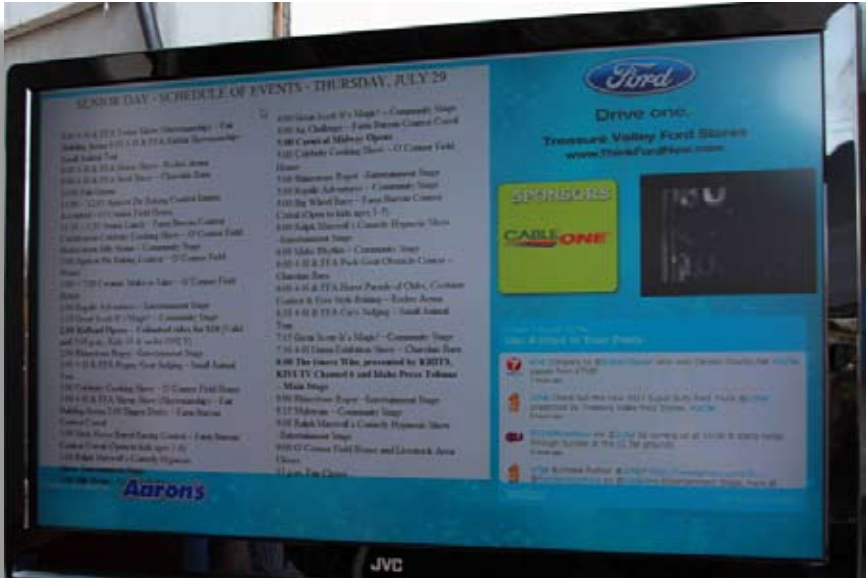
The Canyon County Fair & Festival billboard ads had 3,225 total rotations on 5 different billboards located across the Treasure Valley.

Reach: Approximately 255,907 daily impressions.



# Marketing Mix | Miscellaneous

## 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.



# Marketing Mix | Special Events

## Boise State University Autograph Session

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.



# Marketing Mix | Special Events

## 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.



# Marketing Mix | Special Events

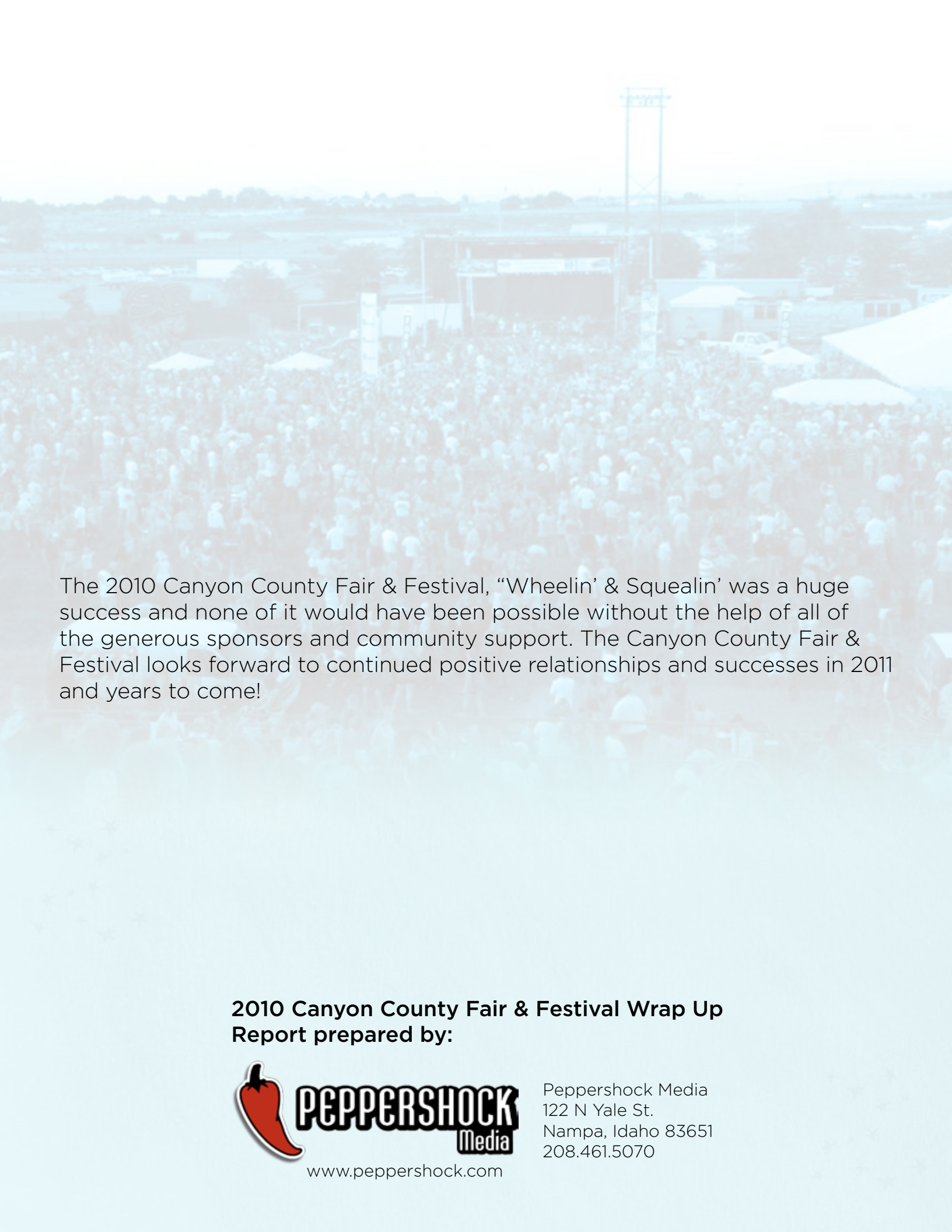
## Pre-Event Ford Fox Hunt



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!

**2010 Canyon County Fair & Festival Wrap Up  
Report prepared by:**



[www.peppershock.com](http://www.peppershock.com)

Peppershock Media  
122 N Yale St.  
Nampa, Idaho 83651  
208.461.5070