

Promotional Ideas



Contests, topics and activity ideas to incorporate into your website, blog, Facebook page, Twitter stream, YouTube channel, or at pre- or during-Fair events to encourage community participation and promote your Fair.



- **Fan Photography Contest:** Highlight fan photos submitted through Facebook or email. Pick photos and share one each week leading up to your fair on your website and other social media sites (i.e., blog, Facebook, Twitter, MySpace, etc.). Give the photographer a prize pack.
- **Photo Mashups:** Weekly blog posts showing an old photo combined with a new photo from the fairgrounds. Talk about how your fairgrounds/competitions/fairgoer fashions/entertainment options have changed over the years.
- **Trivia:** Weekly trivia about the Fair and fairgrounds. Has a celebrity visited your Fair in the past? What is the most popular competition category? How much money have you offered in educational scholarships? See who might know the answers! No prize involved for guessing correctly, but the activity increases interaction with Facebook fans. Also promote on Twitter or other social media sites.
- **Contests:** Weekly contest similar to Trivia where Twitter or Facebook fans answer a question about the Fair. For example: What concert or entertainment act is coming to the Fair this year? First person to answer correctly (or randomly selected winner from qualifying entries) gets a prize pack.
- **Polls:** Weekly Facebook polls aimed at getting feedback about what fairgoers like about the Fair.
- **Online/Offline Promotion:** Fair staff member camps out at a location during lunch or other specified time (location might be a local grocery store or at a Sponsor's preferred location). Promote through Twitter or Facebook. First person to make it to the location wins the Fair prize pack, which could include special prizes offered by the Sponsor. Promote the event heavily a day or two before, to let fans know that they need to stay tuned for the exact time/location.
- **Wear the Fair:** Promotion at local businesses/community centers/sporting events (or Sponsor-preferred locations) before the Fair. If Fair staff member spots a person wearing an old Fair T-shirt, they will win a current Fair T-shirt, or other prize pack.
- **Concert or Entertainment Lineup Announcement:** Have your enthusiastic fans be a part of an entertainment lineup video. Post the video on your YouTube channel and share a link on your website other social media sites. Consider purchasing an inexpensive Flip Video recorder, which comes with simple editing software and step-by-step instructions on how to make videos and post them on the Internet. www.theflip.com
- **Behind the Scenes:** Weekly video about employees showcasing one aspect of preparation that goes into the Fair. Post video to your YouTube channel and share on your website and social media sites.
- **Wikipedia:** Create a Wikipedia page about you fair. If one already exists, make sure information is correct and add new information.
- **Foursquare/Facebook Places:** Encourage fairgoers to "check in" on Foursquare or Facebook Places when they arrive at the Fair. These sites are popular with people who like to let their social media friends know where they are, and may encourage more people to join them at the location.
- **Groupon:** Offer a discount admission/ride/food package through Groupon. Typically Groupon deals are at least 50% off the regular price, so you may want to limit the number of packages available, or require that packages be used only on weekdays, etc. Check with a Groupon sales person about how to set up an offer.



Free and Easy Ways to Promote Your Fair

1. **Start Early** - Let the news media know at least a month in advance the dates, times and location of your fairgrounds. Also, let them know set up times for the carnival and other exhibits.
2. **Provide the media with free passes and special parking** - You want to make it as easy as possible for them to cover your event.
3. **Develop a tip sheet** - Write short paragraphs on several aspects of your fair as background information. Encourage the media to use this information to cover your fair.
 - Sample topics to include on your tip sheet:
 - Special days or promotions
 - New exhibits or competitions
 - Special anniversaries (60th Fair, etc.)
 - People - a family that has three (or four) generations that participate in the fair, a person who has won ribbons every year for xx number of years, a judge that has been involved with the fair for years.
 - Any tie in with local history, events or landmarks (an example would be a person who decorates a cake with a local landmark.)
 - Timely news – How “green” is your fair?
4. **Start a FREE Blog, MySpace, Facebook or YouTube Web page** – These free, Internet-based social networking sites are a great tool to:
 - Promote your concerts
 - Display your TV and radio commercials
 - Post real-time information and pictures
 - Communicate with people who are interested in your fair through blogs, comments boards and email.
5. **Look for "refrigerator news"** - Smaller papers want to run stories about people's kids or grandkids that will likely get taped to the refrigerator.
6. **Keep in mind the type of media you are dealing with:**
 - Television - good visuals
 - Newspaper - good story angles
 - Radio - short sound bites