



# The **10** Fundamentals of Marketing Your *Fair*

1. 365 days
2. Involve business & community
3. Involve local schools & clubs
4. Strong on-line presence
5. Email Marketing
6. Social Media
7. Media
8. Advertising
9. Contesting
10. On-line ticket sales



[www.prowlcommunications.com](http://www.prowlcommunications.com)  
905-734-8273 | Cell 905-321-5097  
[debi@prowlcommunications.com](mailto:debi@prowlcommunications.com)





## 1. *365 Days*

Marketing for your next fair starts the day after your current fair ends. It is imperative to keep the fair in the limelight throughout the entire year. Showing people the fun that was had by all throughout the year, gives them something to look forward to for the next fair.

By using social media and periodic posters and ads throughout the entire year, your job is easier comes fair time as people are already aware of the upcoming event. As you approach the next event, it is time to create the hype!

## 2. *Involve Business & Community*

Most fairs seek a certain amount of sponsorship dollars from local business to be successful. Over and above asking for money and promising promotion of their logo and business, also ask them to do the same. With social media so predominant today, it is easy for your sponsors to share your information. Immediately after signing them as a sponsor, send them an email with links to each of your social sites. Encourage your sponsor to LIKE and Follow as you will do the same to their sites and encourage them to share your posts. Mention your sponsors regularly so they pick up on your posts and share those as well. If there is something important you need to get out, send them an email with the link to the post you would like them to share.

Also, ask your sponsors to display posters at their locations. Another idea is to ask them if they would like to participate in a contest where something from their location becomes part of the prize. This is a create way to create exposure for both your fair as well as your sponsor's business.

## 3. *Involve Schools & Clubs*

We don't need to tell you to get the 4-H organizations involved in your fair, but have you thought of inviting crafting clubs, schools, post-secondary facilities and not-for-profits related to the agricultural industry.

Children are our future. By developing programs for the school children to take part in with the backing of the local school and/or school board, you will ultimately receive the benefit of that child's entire family visiting your fair. It is important to keep agriculture in the forefront of children in today's technological world. If the programs you develop are educational, the schools will participate. You could run contests for their participation - colouring contests, design contests, ask the class to grow a specific vegetable and create a display. There is so many opportunities here.

The same applies to local clubs and organizations. They are usually only too willing to participate if they get to 'show off' their passion....

## 4. *Strong On-line Presence*

One of the strongest points we can make is to ensure your website tells it all! Make it easy for your community to find out what is happening at your fair, how to enter, times, ticket prices, etc. Your website is the driving force behind all marketing efforts. Everything you do should drive people to your website.

Make sure when they get there - they can find what they need! Your website works for you 24/7, 365 days of the year! Use it!





## 5. *Email Marketing*

Email marketing is one of the most cost-effective means of getting a message to your local community for the purpose of awareness of fair features and events but also for use in developing sponsor relations and potentially advertising revenue. Every one has a small email address database to start with - this is enough to build from.

Not only is email marketing effective in getting the message out, it is trackable. You will know exactly who reads your message and what links they follow. **Try it free:** <http://www.constantcontact.com/index.jsp?pn=yourdesignvehicle>

## 6. *Social Media*

Reach your community where they are - on social media. Whether it is facebook, twitter, pinterest, instagram, you do not need them all. Pick one or two that your volunteers can stay in touch with, provide interesting and factual posts, engage your audience by asking questions, conducting polls, contests and more. It is an easy way to involve the community and your potential visitors to the fair.

Don't forget to take advantage of facebook ads – they work well in building a fan base and promoting specific features, fairly inexpensively.

## 7&8. *Media & Advertising*

**A little known fact:** Most newspapers, magazines and radio stations have programs in place for sponsorship of events - in kind, rather than cash dollars.

For promoting the newspaper or radio station through logos and links on your marketing materials, you can generally receive a substantial portion of your advertising in kind. This will give you the opportunity to promote more at less cost than if you simply call to book your ads. You will still need an advertising budget to spend, but by asking for sponsorship, these dollars can go further.

Adding contesting for the media outlets to promote can further boost your exposure.

And don't forget to take advantage of all the free event websites to add your fair to....

## 9. *Contesting*

Running contests is a great way to build awareness of your events and features, get the community involved and create hype. Prizes can be entry to the fair, donations from sponsors, a combination of the two, meet and greet with a celebrity - there are so many ideas. All contests engage and create awareness.

## 10. *On-line Ticket Sales*

Your visitors will like the opportunity to buy tickets on-line. It lets them feel important at the gate as they are not waiting through the lines, it is convenient for parents to buy tickets for their older children that may be attending on their own with their friends. On-line ticket sales also give you advance income, an idea of interest from the community and more important it builds a database for future use in your marketing efforts. On-line ticket sales does not need to be an expensive venture on your part and is easily managed.