

WFA FAIR WRAP

2009 Fair Dealer Magazine – Fair Wrap Report

WFA wants to share your fair's story in *Fair Dealer!* Return this form ASAP ~ with photos ~ to guarantee coverage, or fill it out online at www.fairsnet.org/news. Please use another sheet if needed.

Fair Name: _____

Fair Dates: _____ **CEO:** _____

Fair Theme

- What was it?

Promotions

- What promotions were offered for your fair and how well did they work?

Featured Entertainment

- Please circle WFA members
- Please note new additions or big hits

Acts/Attractions/Strolling

Hosts

- Please circle WFA members
- Please note new additions or big hits

NEW for 2009 Fair

- What brand new things did you do in 2009 and how well did it work?

Most Talked About New Food, Products, Services, Attractions at Fair

Sponsors:

1. Biggest Sponsor
2. Newest Sponsor
3. Best Sponsored Activity (e.g. SMUD Day at the Fair)

“Greening” The Fair

- What environmentally responsible things did you do at fairtime (programs, operations, education, contests, etc)?

Community Involvement

- How did you involve the local community in your fair?

NEW -Educational Exhibits, Competitions, Contests or Special Events?

Unusual Happenings at your Fair (e.g. weather, surprises)

Total Attendance: _____**Credential/Courtesy:** _____**Total Paid Attendance:** \$ _____**% Up/Down:** _____**Box Office/Ticket Sales:** \$ _____**% Up/Down:** _____**Total # Exhibits:** _____**% Up/Down:** _____**Total # Livestock:** _____**% Up/Down:** _____**Jr. Livestock Auction Gross:** \$ _____**% Up/Down:** _____**Total Carnival Gross:** _____**% Up/Down:** _____**Food Concession Gross:** _____**% Up/Down:** _____**Commercial Gross:** _____**% Up/Down:** _____

Please mail or email any unique and interesting photo(s) from fairtime, including a photo credit and description.

Electronic File: 300 dpi resolution.

Hard Copy: No printouts of digital photos!! Hard copies will not be returned.

DEADLINES: Spring – March 15 Summer – June 15 Fall – September 15 Convention – December 15

Please send your completed form, photos, and applicable press releases to:

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Email: carriew@fairsnet.org or Fax: (916) 927-6397