

GET OUT THERE
2023 San Diego County Fair

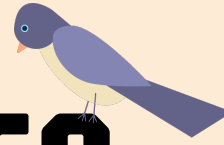
FAIR OPERATIONS COMMITTEE

MAY 9, 2023



MARKETING & MEDIA

MARKETING OBJECTIVES



- Event awareness
- Maximize General Admission & Concert ticket sales
- Encourage early-season ticket sales
- Showcase “Get Out There!” theme
- Leverage media partnerships to extend dollars through promotions & trade
- Customize creative for target audiences



PRINT

- Union-Tribune Night & Day
- San Diego Reader
- San Diego Magazine
- San Diego Family Magazine
- El Latino
- Cultural Festival audiences
 - Gospel Festival
 - Out at the Fair
 - Asian & Pacific Islander



Ads from Family Magazine and San Diego Magazine

DIGITAL DISPLAY, SEARCH & VIDEO

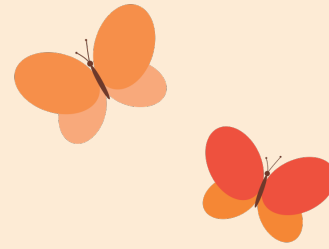
- Mid-March through July 3
- Markets to Temecula, south Orange County, north Baja
- 30.6 million impressions programmatic display + YouTube
- 300k impressions search
- Dual target adults 18-34, adults 35-54
- English & Spanish-language (10%)
- Simple and direct path to ticket sales
- Target concert audiences/fanbase



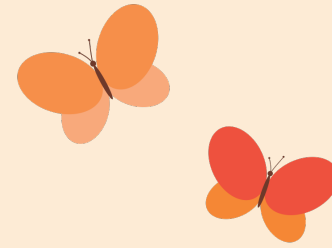
Sample animated ad

SOCIAL MEDIA

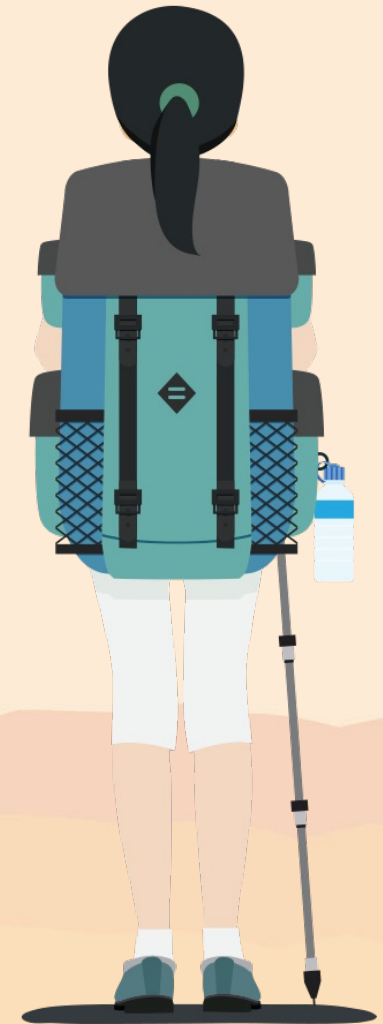
- Paid Social Media—Meta (Facebook & Instagram)
 - General Awareness & Promotion
 - Strategy: Drive General Admission & Grandstand ticket sales
 - Tactics: Targeting demographic, geographic, audience interests & Retargeting
 - English & Spanish creative
 - 7.25 million impressions



SOCIAL MEDIA



- Influencers—Local creators with local followers
 - General Awareness & Sense of Urgency
 - Strategy: Drive General Admission sales; create fear of missing out; Nano (3k-25k followers) + Micro (25k-250k) Influencer combination
 - Tactics: Food, family and travel/adventure content; younger demographics
 - English & Spanish creative
 - 2.25 million impressions



OUT OF HOME—BILLBOARDS

- **Bulletins** — 10 static
+ 1 digital
- **Posters** — 35 static
- 4-8 weeks, beginning May 1
- 30.8 million impressions



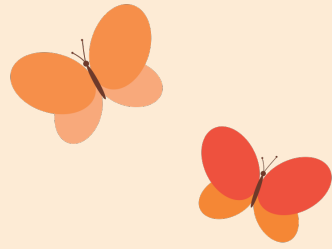
OUT OF HOME—TRANSIT

- **Bus Wraps** — 8 MTS
- **Bus Kings** — 40 NCTD
- 4 weeks, beginning May 15
- 8.9 million impressions



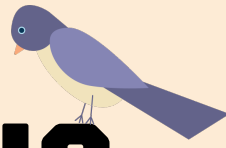


RADIO



- 6-Week campaign beginning May 15
- 5.8 million impressions
- Dual target adults 18-34, adults 35-54
- General Market
 - iHeart, LMSD
- Spanish-language (20%)
 - Univision, Radio Latina, Invasora
- Concert and promotional focus



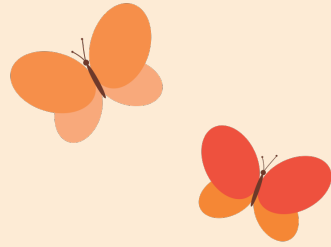


STREAMING AUDIO

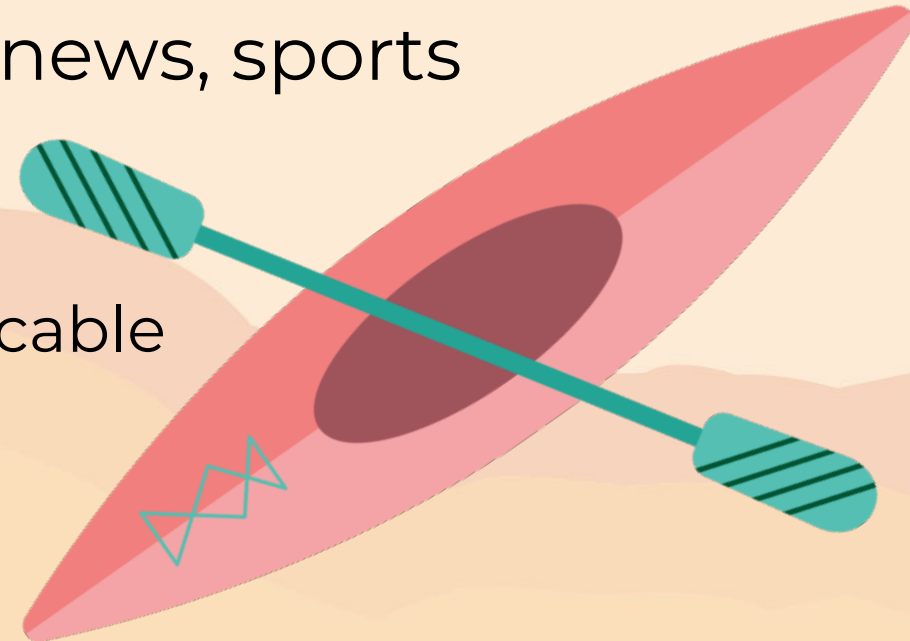
- Mirrors Radio; expanded markets to Temecula, south Orange County, north Baja
- Spotify & Pandora
- 2.2 million impressions
- Audio and digital display creative



TELEVISION



- 4-Week campaign beginning May 22
- 2.9 million impressions
- Dual target adults 18-34, adults 35-54
- Target real-time viewership through news, sports & first run prime
- General Market
 - KGTV, KFMB, KSWB, KNSD, KUSI, select cable
- Spanish-language (15%)
 - KBNT, KUAN, XEWT,









OTT

- Mirrors Television; expanded markets to Temecula, south Orange County, north Baja
- Hulu, Disney+, NBC/Peacock, Paramount+ and Premion
- Target event attendees
- 2.7 million impressions
- Spanish-speaking (15%)
- Creative interactive options, include QR code frame



**NEWLY
ADDED!**



Carly Pearce
June 14

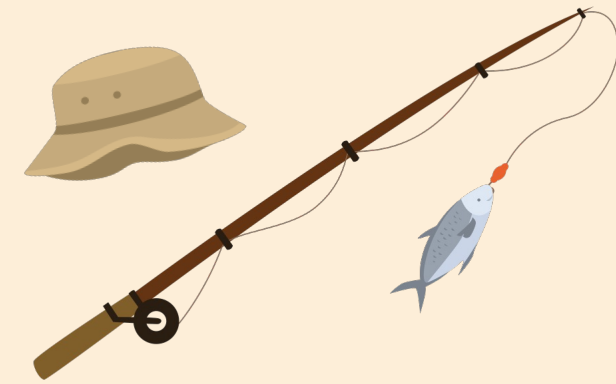


Nelly
June 28



Elle King
joins Randy Houser
June 29

DEALS & DISCOUNTS



- Albertsons Vons \$3 off discount codes
- \$5 off parking when purchased in advance
- Rides and Games advance purchase discounts
- O'Reilly Auto Parts \$5 coupon for midweek tickets for 2
- Northgate Market code to save \$10 on a Dia de la Familia Grandstand Show (on line only)
- Kids Day Fridays (12 and under free)
- Passport to Savings
- Military Discounts

FAIR TRIPPER

Includes Fair admission AND round-trip ride on NCTD's COASTER, SPRINTER or BREEZE and/or MTS bus or trolley.

Only available same-day on vending machines at the stations or the Pronto App.

Wednesday–Thursday

- \$15 Adult
- \$12 Senior & Youth

Friday–Sunday

- \$20 Adult
- \$17 Senior & Youth

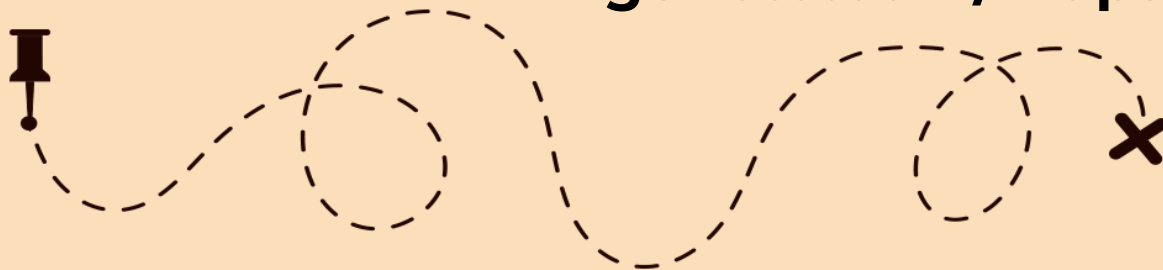


GETTING TO THE FAIR



- **Route 101** Oceanside to La Jolla and exit at Solana Beach Train Station. Transfer to the Fair Shuttle by showing your Breeze Ticket.
- **Route 308** from Escondido
- **COASTER train** and exit Solana Beach Train Station. Transfer to the Fair Shuttle by showing your Breeze Ticket.

gonctd.com/maps-schedules/tripplanner

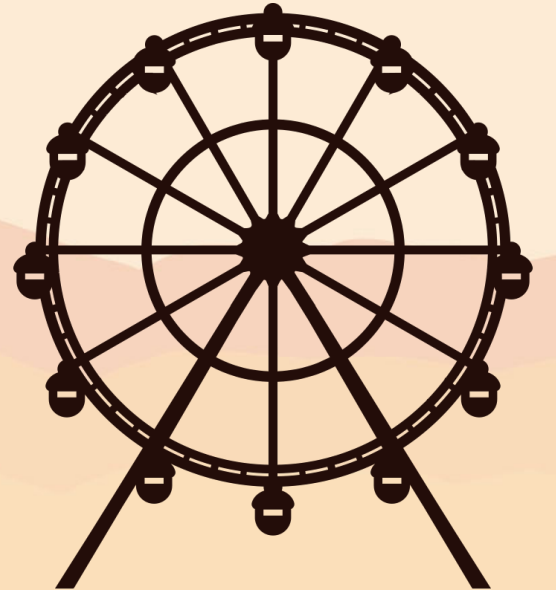




CARNIVAL & CONCESSIONS

NEW DIGITAL TICKETING SYSTEM

blast  ***pass***



NEW RIDES

TECHNICAL P.A.R.
AMUSEMENT RIDES & FUN CREATORS

Loop Fighter

JOKER 360°

Technical Park s.n.c.
via dell'Artigianato, 4745037 MELARA (Ri) Italy
Phone +39 0425 892770 Fax +39 0425 896645
info@technicalpark.com
www.technicalpark.com

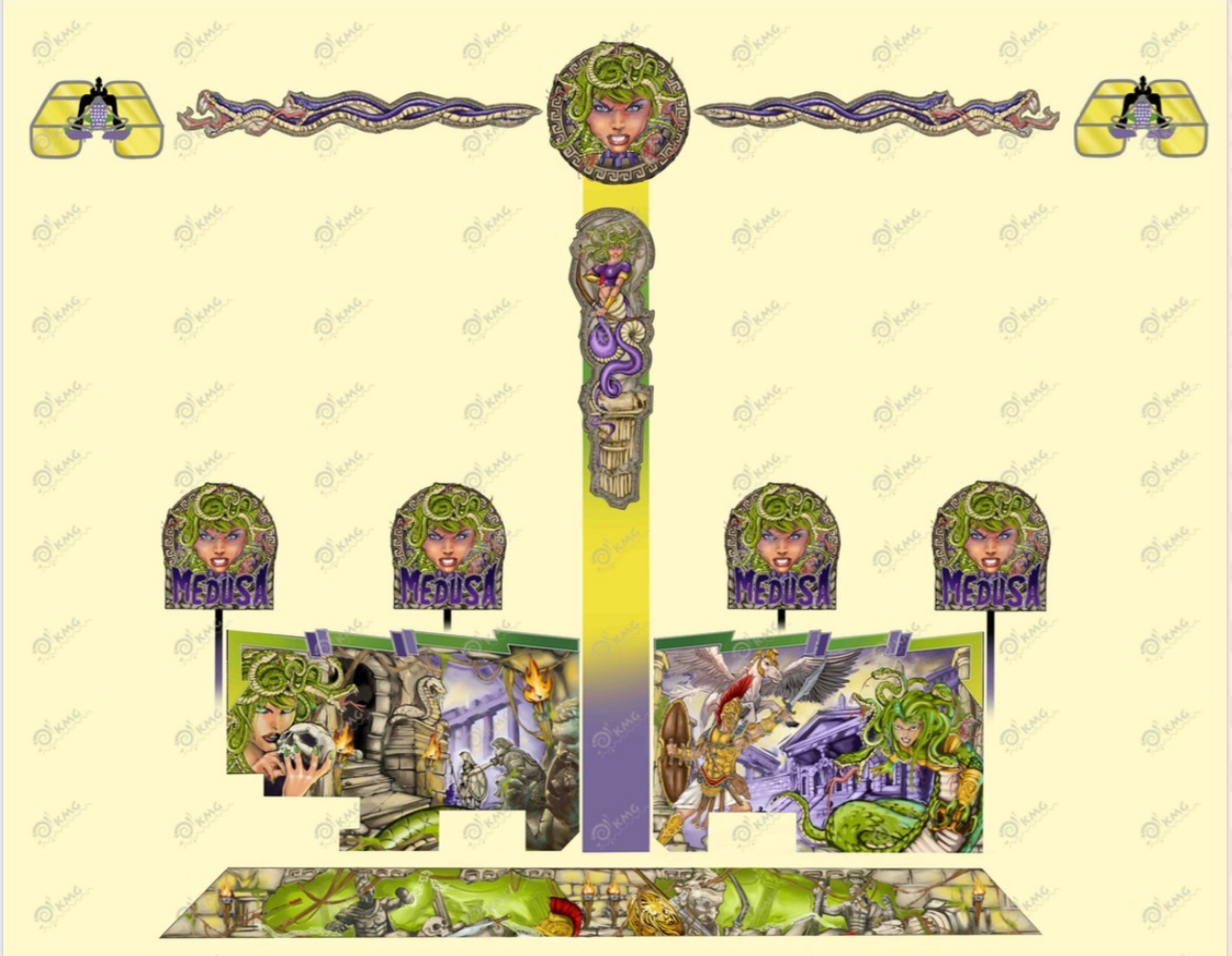


PROOF V2B

JOKER 360°

SCREAM MACHINE!

JOKER 360°



NEW STANDS



BOBA KING

Stizzy Works LLC



NEW STANDS



THE COCONUT GUY

Ryen, LLC



NEW STANDS

GREEK GRILL

Ryan Needham
Concessions



NEW STANDS



CHEESY CHEF

IN YOUR FACE PIES



Gina Lockaby Concessions

NEW STANDS

FUNNEL OF LOVE

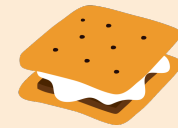
Jackson Enterprises, Inc



NEW STANDS



S'MORES N' MORE



CBF Productions



NEW FOODS

Chicken Charlie's



Deep Fried Chicken
Potstickers rolled in
Hot Cheetos

Tasti Chips



Tasti Papas Locas

NEW FOODS

Cheesy Chef



1-lb Block of Fried Mozzarella

Funnel of Love



Heart-Shaped Funnel Cake

NEW FOODS

Dee's Fried Chicken



Peanut Butter & Jelly
Fried Chicken
Sandwich

Ricky's



Cheese on a stick stuffed
with jalapeno poppers,
cheese curds, chili

NEW FOODS

Biggy's



Hot Cheeto Chicken
on a Stick

Candy Factory



The Mermaid Float

NEW FOODS

S.D.'s Original Fish & Chips



Coconut Shrimp
in a Coconut

NEW FOODS [THEMED]





NEW FOODS [THEMED]





GLITTERY
LLC

Glitter Face
Painting

NEW PRODUCTS

FUNNY BRICKS

Belt Bonanza



NEW PRODUCTS



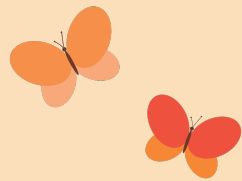
Mineral-
based nail
powder

Luxe Retail

NEW PRODUCTS

Juci Roots

Vegan Hair & Skin Care



NEW PRODUCTS



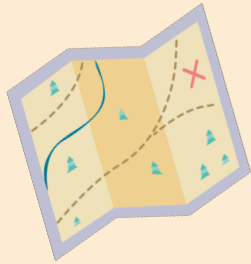


Gnome Hollow Candle & Soap Company

NEW PRODUCTS



We Have
Your Flag



NEW PRODUCTS



Synergy Glow Orb and Bluetooth Speaker

1st Look LLC

NEW PRODUCTS





Guardian Solar Lighting System

1st Look LLC

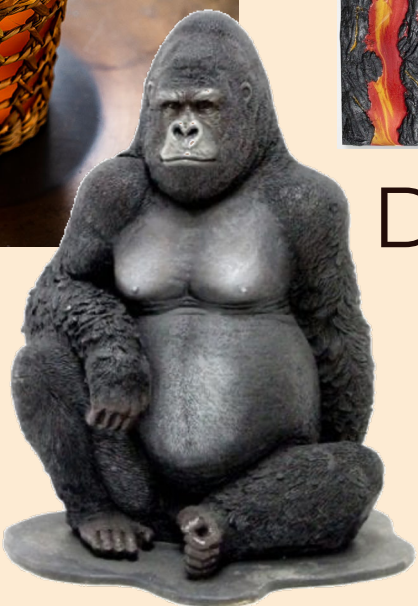
NEW PRODUCTS



WHAT'S NEW 2023

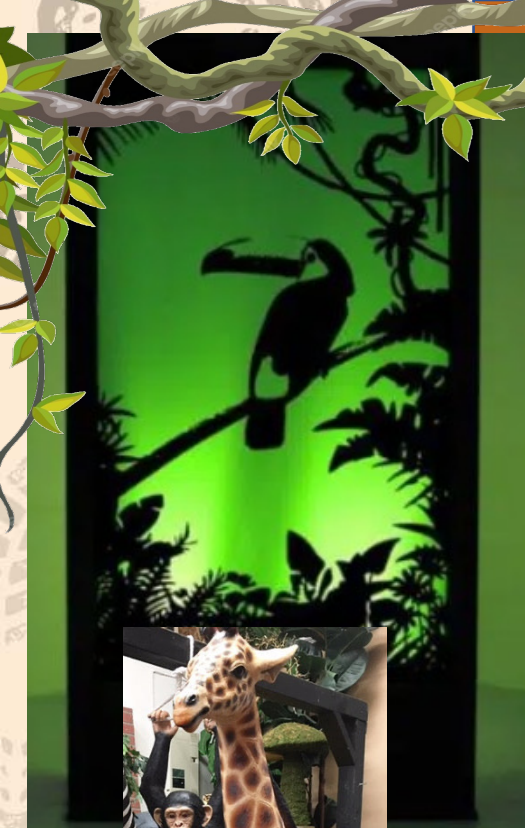
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023





DESTINATION UNKNOWN

WHAT'S NEW IN 2023
Welcome to the Jungle
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023





SAN DIEGO COUNTY FAIR
THE SECRET STACHE



THE SECRET STACHE

WHAT'S NEW IN 2023



Wicked Flavors



W CAUTION W WICKED FLAVORS AHEAD W 100% DELICIOUS, 100% PLANT-BASED



Located in the Plaza de Mexico

WHAT'S NEW IN 2023 WHAT'S NEW IN 2023 WHAT'S NEW IN 2023

**The
Shade is
BACK!**



AVENUE BAR & SHADE CLOTH



WHAT'S NEW IN 2023
WHAT'S NEW IN 2023
WHAT'S NEW IN 2023
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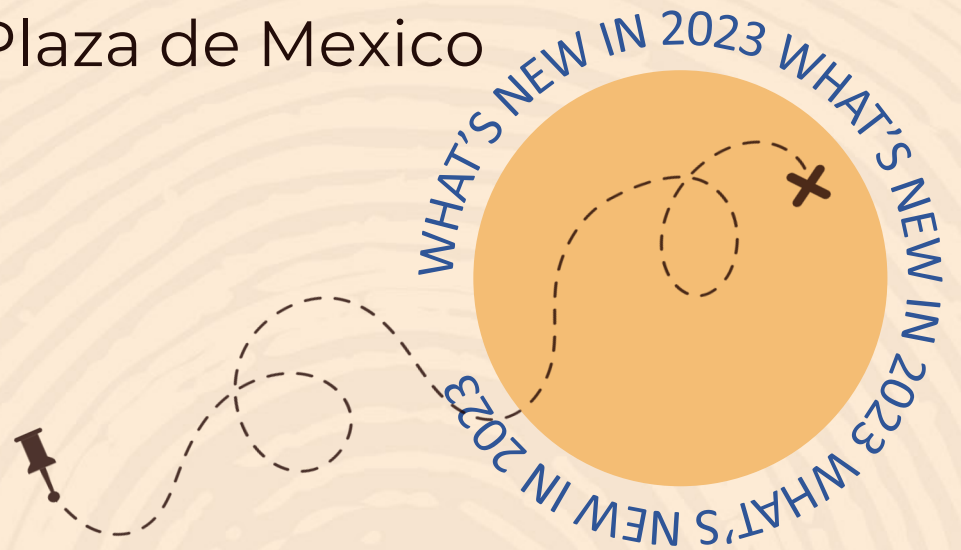


Simply SPIKED™

SIMPLY SPIKED
FROZEN LEMONADE



@ The Plaza de Mexico





CONTAINER BARS





TOPO CHICO HARD SELTZER

@ The Flower Show
Bar





ENTERTAINMENT

OPENING DAY CEREMONIES

Hilltop HS Emerald Effect Band and Color Guard will perform the National Anthem at the front gate and then once gates are open and the ribbon is cut, they will march the first Fair guests of 2023 down the avenue!



SHOWS & ATTRACTIONS



Extreme Dog Show: These high flying, extreme sporting, wickedly talented canine athletic super star animals captured the hearts of San Diego Fair-goers last year and are back to do it again. Located in the Infield
Daily Show Times: 1pm, 3pm, & 5pm

Paul Bunyan Lumberjack Show

Featuring: 2-man crosscut sawing, chainsaw vs cross-cut race, axe throwing, underhand chopping, quick chainsaw carve and log rolling.
3 shows a day in the Infield
Show times: 2pm, 4pm, & 6pm



SHOWS & ATTRACTIONS



The Flying Royals Spectacular:

The only criss-crossing flying Trapeze act in the world!

Location: Infield

Show times: 10-15 min shows every 45 min starting at 1:30pm

Last show is at 8:30pm.

Ag-Ventureland will be located in the Infield: A place where kids can participate in educational and agricultural activities. Open 11am-8pm daily.



SHOWS & ATTRACTIONS



Swifty Swine Pig Races:

Location: Durante/Arena Area
Race times: 12pm, 1pm, 2:30pm,
4:30pm, 6pm, & 7:30pm Daily



Oasis Camel Dairy & Foundation
Location: California Grown Building
Show times: 1pm, 3pm, & 5pm



SHOWS & ATTRACTIONS



Great American Petting Zoo

Location: California Grown Building

Open 11am-9pm daily



Camp Squawk-A-Lot Bird Show

Daily Shows & Locations:

Flower & Garden Stage: 12:30pm & 3:30pm

Theme Building: 6pm



DAY TIME STROLLING ENTERTAINMENT



Animal Cracker
Conspiracy
Stilt Walkers



The Wilder Show
*Performing shows in
English and Spanish*



New this Year!
Buck Trout
The traveling puppet



DAY TIME STROLLING ENTERTAINMENT



New this Year!

Magical Ventriloquist
Vikki Gasko Green

*Performing shows in
English and Spanish*

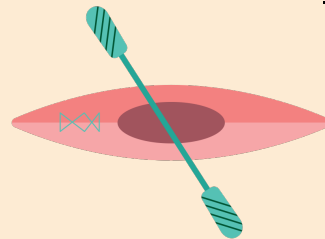


New this Year!

Patrick Contreras also
known as The Violin on
Fire will be performing
the first half of the Fair



Dragon Knights will
be bringing their stilt
walkers and canoe on
select days



AFTERNOON/EVENING STROLLING ENTERTAINMENT



Euphoria Brass Band will be parading their way up and down the avenue on select afternoons and evenings during the Fair



New this Year!

Rock n Rolling Piano
Rolling up and down
the avenue nightly at
7pm, 8pm & 9pm



New this Year!

The Throw Zone: Jeremiah Johnston
Strolling our Fair for the first
half of the Fair dazzling us
with his LED juggling at
6:30pm, 8pm, & 9:30pm

AFTERNOON/EVENING STROLLING ENTERTAINMENT



New this Year!
Circus Luminescence
Rolling around on (1) wheels, juggling and putting on a show with all LED Lights.
Appearances 5:30pm, 7pm, & 9pm



New this Year!
Hillia Hula Hoop
Extraordinaire
Performing her show with LED hula hoops.
Limited Shows June 21-25



New this Year!
LED Robots
Making their debut at Electronic Fridays
June 9th & 16th in the Paddock

DAILY GROUND STAGE ENTERTAINMENT

IN ADDITION TO NEW COMMUNITY ENTERTAINERS EVERYDAY WE HAVE...



The Jackstraws:
Wednesday – Friday
Garden Stage: 11am-12pm
Coors Ave Stage: 1:30pm-
2:30pm



Godfrey The Magician
Infield Stage: 12pm & 3:30pm
Theme Building: 5pm



Tom Griesgraber
Stages and times vary

DAILY GROUND STAGE ENTERTAINMENT



New this Year!

Suzy Haner – Hypnotist

Location: Coors Light Ave Stage

Show Times: 4pm & 7pm



New this Year!

Bill Cobb (former Camp
Counselor)

Location: Theme Building

Show Times: 7pm



FESTIVALS



Out at the Fair:

June 10th
Paddock
11am – 6pm

Bluegrass Day at the Fair:

June 11th
Paddock
11am – 5pm

Asian & Pacific Islander Festival:

June 17th
Paddock
11am – 5pm
New Coordinator this year!
New Format and new Experiences!

Gospel Festival:

June 24th
Day time Paddock & Coors Light Ave Stage
Night Paddock Stage
7pm Opener:
Kelontae Gavin
8pm Headliner:
Myron Butler





ELECTRONIC FRIDAYS



Headliner: Natty Rico

Paddock Stage: June 9th

“Natty Rico is one of the most unique and exciting live performers in electronic music space, blending his unparalleled saxophone mastery with groove-inducing productions...”

Electronic Fridays

Schedule:

7:30pm-8:15p: Local DJ

8:15p-9pm: Local DJ

9pm-10:30pm: Headliner



Headliner: Cut Snake

Paddock Stage: June 16th

Originally from Australia, DJ Leigh “Sedz” Sedley moved to California and has been performing house, tech house, and deep house up and down the coast.

FIRST EVER SAN DIEGO COUNTY FAIR DRONE SHOW



The San Diego County Fair is working with Go Drone Shows from Boise, ID to create the first ever Drone Show. This is a video from the North Idaho Fair, where Go Drone Shows did a show.

Our show will have 200 drones, launching from the west side of the Grandstand Stage on June 10th at 9:30pm for our show. Best viewing areas will be the Avenue of the Palms, The Paddock, Carnival/Midway area, the Plaza, the Backyard Bar and the Avenue Bar. We will be playing music from the Paddock stage and the Coors Light Avenue stages to go with the show.

LAUGH OUT LOUD



Saturdays, June 10, 17, 24

Friday, June 30

Location: Turf Club

7pm – 8:30pm

Ages 18+

Come Laugh With us!



ARENA EVENTS



Charity Fair Horse
Show
June 6-10



Burn Institute Fire and
Safety Expo & Firefighter
Demolition Derby
June 11



New this Year!
BMX & Freestyle Motocross Stunt
Shows
June 14-18
Show times: 2pm, 4pm, & 6pm

ARENA EVENTS



Junior Livestock Show & Auction
June 21 - 25



Motorsports
Productions
Presents:
Beach Buggy
Racing, Tuff Trucks,
Monster Trucks,
Lawn Mower Racing,
Jr. Outlaw Racing, &
More
June 28 – July 4th
1pm & 5pm





AG & EDUCATION

FINE ART



Sidewalk Chalk Art Live

- June 10 & 11, 17 & 18, 22 & 23, 24 & 25
- July 1 & 2

Meet the Artists

- June 9, 16, 23 & 30

One Day Contests -

Miniature Masterpiece Contest

- June 15

Wildlife in Art Contest

- June 29



PHOTOGRAPHY

Special events include:

- June 18 - Photo Shootout #1
- June 24 - Tips from Photographers
- June 25 - Photo Shootout #2



HOME MADE

Decorative arts & crafts, needle art, sewing, weaving & felting, Preserved foods & baked goods, quilts & comforters, collections, table settings, miniatures & models, hand-crafted wares & treats

Special events include:

June 15 - Granola bars contest

June 29 - Nature found objects art contest



DESIGN IN WOOD

Design in Wood is an international exhibition of fine woodworking presented in association with the **San Diego Fine Woodworkers Association**.

Woodworkers can enter furniture, models, musical instruments, clocks and other woodworking creations. Docent Tours and other demonstrations offered daily.



GEMS, MINERALS & JEWELRY

Collectors and jewelry designers enter mineral specimens, faceted gemstones, lapidary work, fossils and jewelry.

Live demonstrations daily.



STUDENT SHOWCASE/BEST OF K-6

Student Showcase is the competitive exhibit where teachers in **middle schools, high schools and community colleges** enter their students' amazing projects.

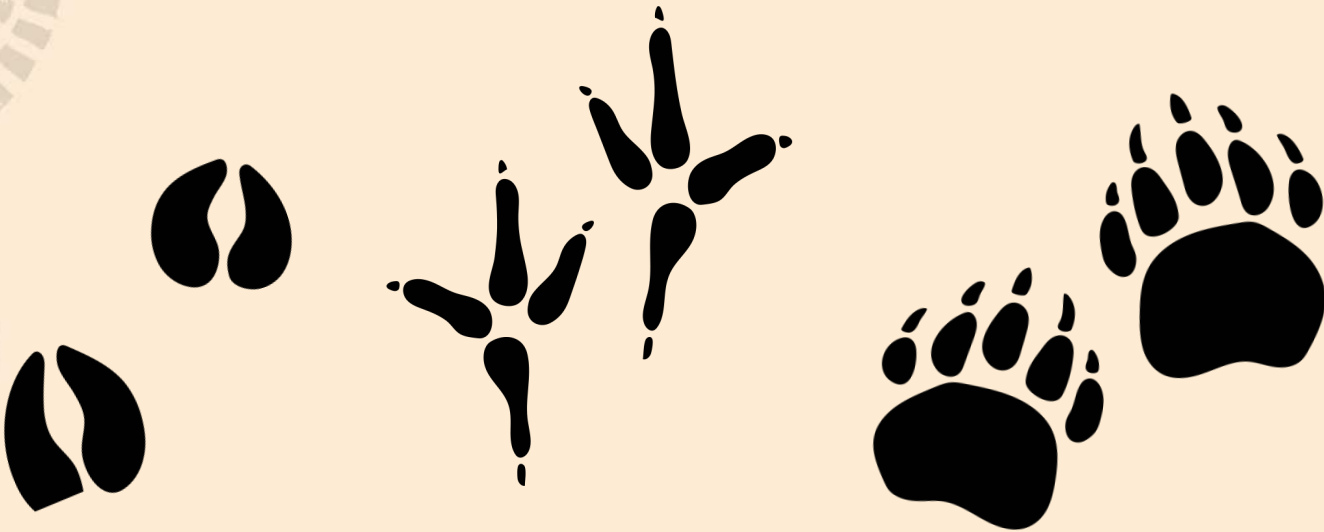
Robotics Competition - June 10th



“GET OUT THERE” THEME EXHIBIT



Track the footprints left by wildlife through each of San Diego County’s distinct and diverse ecosystems, and you’ll discover flora, fauna and critters native to each area. Visit with park rangers, surfers and naturalists to discover why it’s great fun to “Get Out There” and explore our county.



CA GROWN

Featuring educational exhibits about olive oil, avocados, insects, and much more!

Don't miss the Camel Dairy and Petting Farm! Outside you will see the Pig Train for tiny guests and Hollandia Dairy's Milking Parlor.



THE HORSE SHOW EXPERIENCE

June 7 - June 18

A behind the scenes look at horses and riders preparing for a horse show.

Watch professional horsemen as they train their show horses and coach their riders. Meet the horses, riders and trainers up close. Ask questions and learn more about your favorite breed of horse. Find out about riding lesson programs, summer camps, training and purchasing your dream horse.

Performances on the hour daily from noon to 7pm, Barn W.



THE FARM AND PLANT*GROW*EAT

New to The Farm this year will be a Crate label exhibit, butterfly garden, pizza garden and frisbee golf course. There will be culinary and planting demonstrations daily and special guests throughout the Fair.

Plant*Grow*Eat welcomes students, teachers, and chaperones to the Fairgrounds.

More than 6,000 students will show off the plants they have grown from seeds then enjoy an immersive, guided tour of the farm.



LIVESTOCK

Schedule:

June 7- 11

Open Sheep and Angora Goats

June 14- 18

Dairy Cattle and Dairy Goats

June 21-25

Market & Breeding Beef, Sheep, Swine & Market Goats

June 8-11

Open Pigeons

June 14

Junior & Open Rabbits and Youth Dog Show

June 21-23

Junior & Open Cavies

June 24

Junior Livestock Auction

June 28- July 4

Open Beef, Llamas, Pygmy Goats, Boer Goats, Miniature Silky and Fainting Goats



PAUL ECKE JR. FLOWER & GARDEN SHOW



Featuring: Specimen blooms,
containers, bonsai, orchids, and
landscapes
New, featured Railroad landscape

June 11-25 - Annual Floral Design
Contest

June 11 - Wedding Day “Hearts &
Flowers”

June 25 - Best of San Diego Floral
Designer Contest “Blossom Blitz”

June 24 & 25 - National Garden Club
Weekend

June 29 - Rose Day



BEVERAGE FESTIVALS

June 17

Toast of the Coast Wine Festival

July 1

San Diego International Beer
Festival & Distilled Spirits

New This Year - In The Sound







ADVENTURE AWAITS!

