



## **A STORY OF SUCCESS**

### **2024 BIG FRESNO FAIR SEPTEMBER RACE MEET**

### **MARKETING RECAP HIGHLIGHT**

#### **Our Goal for the September Race Meet:**

Build awareness and excitement while creating a fun atmosphere that would draw in attendance for the seven-day horse racing meet in September – before the Fair even started. We needed to create something special, something enticing to draw in people to horse racing without the Fair happening.

#### **What Did We Do?**

We took inspiration from how baseball teams promote games within the season and created a special promotion for each of the seven days, which included special graphics, entertainment elements and giveaways. We also established partnerships on certain days that helped draw in key audiences of people to the horse race. Additionally, we created a special “Daily Happy Hour” to encourage attendance early at the races. To create a fun atmosphere, on Saturdays we had local country music star John Pemberton playing live on the grandstand deck before and in between the races, which was displayed on the jumbotron and even shown on the satellite feed. It was a big hit! Then on Sundays, we created a Kids’ Zone with free face painting and coloring. Plus, we brought a DJ into the cantina area on the ground floor.

Additionally, to help encourage attendance we offered a way to get FREE Reserved Seats at Horse Races. The 1<sup>st</sup> floor is always free, but there is a cost to watch from the 2<sup>nd</sup> floor. People could fill out a form online and request up to 10 FREE Reserved Seat tickets to each day of September Horse Racing. Then we charged for the VIP experiences like Box Seats, Turf Club and Luxury Deck.

We created promotional items to help us spread the word which included: posters (English and Spanish), postcards (English and Spanish), email blasts, social posts (posts on Facebook, IG and Twitter – plus Facebook events), paid advertising (Digital, Radio, TV) and media outreach in the form of pitches and press releases.

#### **What Were The Results?**

We were able to draw great crowds to the seven days of horse racing in September, with a total of 20,000 people, which met the goal set for this new race meet before the Fair.

A total of 14,816 free Reserved Seat tickets at September race dates were provided to people who visited the website to request them for their desired race dates to attend. Limit was 10 per person and they could request any day. This definitely helped to drive traffic.

During the 5-week duration of the campaign, the Fair’s website had 2.78M pageviews from 406,934 users. A total of 117,479 pageviews were specifically for the live horse racing pages with racing information and the free reserved seat ticket form.

The overall 14-day live horse racing meet drew big crowds, hitting \$3.2M in on-track wagering.



Support Materials:

Horse Racing Dates Poster (Eng/Span). Printed and distributed this in Fresno and Tulare counties.

**NEWS ALERT!**

Coors LIGHT THE BIG FRESNO FAIR

**MORE *Live* HORSE RACING EXCITEMENT IN 2024!**

**14 DAYS OF RACING**  
SEPT 13-15, 21-22, 28-29 & OCT 4-6, 11-14

• **Tickets On Sale NOW!** •

Get Details on Special Promos and How to Get FREE Reserved Tickets!  
**GET MORE DETAILS!**

**ATENCIÓN**

Coors LIGHT THE BIG FRESNO FAIR

**MÁS *Días* DE CARRERAS DE CABALLOS EN VIVO EN 2024!**

**14 DIAS DE CARRERAS**  
13-15, 21-22, 28-29 de SEPTIEMBRE Y 4-6, 11-14 de OCTUBRE

• **¡COMPRAS TUS BOLETOS AHORA!** •

¡Descubre cómo puedes obtener entradas de asiento reservado GRATIS!  
**MÁS DETALLES**

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**MÁS *Días* DE CARRERAS DE CABALLOS EN VIVO EN 2024!**

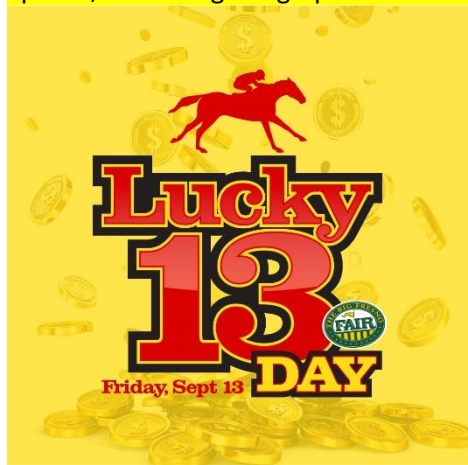
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**MÁS DETALLES**

## Different Promotional Days Created.

Special, well-designed graphics were created and offers developed.



### Lucky 13 Day at the Races – Sept 13

First 50 attendees got a free Fair ticket. Plus, 13 winners were selected at random to win a \$13 getting voucher.

### Boots & Bets – Sept 14

First 50 attendees got a free horse racing t-shirt. Plus, we had an enter-to-win drawing for a \$200 Boot Barn gift card. Additionally, we had local country singer John Pemberton playing live between races.

### Fiesta Con Los Caballos – Sept 15

First 50 attendees got a pair of tickets to Mariachi Divas concert. Then there was free face painting and coloring in the Kids' Zone, plus a DJ.

### Salute to Veterans & First Responders – Sept 21

Invited veteran's groups and organizations that service veterans and first responders to participate in a free expo. All veterans and first responders got FREE Reserved Seats and the first 100 got a free \$5 betting voucher. There was a special flag presentation by Clovis VFW Post 3225. John Pemberton played music before and in between the races.

### Michi Day – Sept 22

Partnered with Fresno Street Eats who has a strong following to bring five Michelada vendors to the races. First 50 attendees got a pair of tickets to the Fair, and everyone could enter-to-win tickets to the Taco Truck Throwdown event put on by Fresno Street Eats. There was the Kids' Zone and the DJ too – like all the Sundays at the races.

### **Derby Day – Sept 21**

Held our popular Kentucky Derby Hat Contest (with cash prizes!) and all participants got FREE Reserved Seats. On this day, we also had our bars serving up the popular Mint Juleps – like you were at the Kentucky Derby! The first 50 attendees also got a \$5 betting voucher. Had John Pemberton providing live country music like all Saturdays.

### **Sunday Funday – Sept 22**

First 50 people got a pair of free Fair tickets. Had a DJ along with the Kids' Zone like other Sundays. Along with normal drink specials, we also had \$3 off Wine Slushies and Mimosas all races long! On this day, we also held our always-entertaining Mascot Races, which were a bit hit with the kids (and adults too!).

### **Partnership with Mega 97.9 Radio Station**

We partnered with Mega and their key morning personality (and racing enthusiast) Jeff Davis to host a "First Friday" party at the races in the Turf Club (in Sept) in September to help increase awareness. Then Jeff also did his "Daily Picks" which he picked the winners in each race for the day – creating ongoing chatter about the races keeping it top of mind with listeners.



Promotional Poster of all Special Days



**Lucky 13 Day**  
Fri, Sept 13

It's your lucky day! We will pick 13 winners at random to get a \$13 betting voucher from those in the crowd. Enjoy drink specials and more. Don't miss the first Friday at the races!



**Boots & Bets**  
Sat, Sept 14

Put on your boots and head to the races to place your winning bets! Plus, enjoy the live music of John Pemberton at the races! Attendees can enter to win a \$200 gift card to Boot Barn.



**Fiesta Con Los Caballos**  
Sun, Sept 15

Enjoy great music, great races and a great time! Plus, there will be a special Kids' Zone with activities like face painting, coloring and more!



**Salute to Veterans & First Responders**  
Sat, Sept 21

Come celebrate these heroes with us! All veterans and first responders will get FREE Reserved Seats on this day, plus there will be different information booths! There will be a special presentation of the flags from Clovis VFW Post 3225. Plus live music from John Pemberton.



**Spicing Up the Races: Michi Day**  
Sun, Sept 22



We're partnering up with Fresno Street Eats to bring in the best Michelada vendors to spice up your day at the races! Plus, there will be a special Kids' Zone with activities like face painting, coloring and more! There will also be a DJ playing the best jams.



**Kentucky Derby Hat Contest**  
Sat, Sept 26

By popular demand the Kentucky Derby Hat Contest is back! Wear your best hat and compete for cash prizes, plus – everyone who participates gets a FREE Reserved Seat! Did we mention we will be serving up delicious Mint Juleps! Plus, enjoy live music by John Pemberton!



**Sunday Funday**  
Sun, Sept 29

It's Sunday Funday at the races with a DJ, the Kids' Zone and \$3 off Wine Slushies & Mimosas all day long! Also, watch the \$75,000 Harris Stakes Race!

**EVERY DAY SPECIALS**

**"Happy Hour" Drink Specials**  
Every day of September racing until the 2nd Race and after 5th Race is official until post of 6th Race.

- \$3 Off Coors Light
- \$5 Off Modelo 24oz or White Claw 19oz
- \$2 Off Small Soda

**Daily Door Prizes**  
Get to the races early and win! The first 50 people at the races will have the chance to win a variety of prizes from concert tickets to betting vouchers and more!

**Social Posts Promoting the Special Days**

and today we are going to try different michelada mixes

**bigfresnofair and 2 others**  
Elvis Crespo • Suavemente

bigfresnofair See a michelada you want to try? We're spicing up the races with Michi Day on Sun, 9/22. 🍷🌶️

We're partnering with @FresnoStreetEats and @VendorVillage to bring you some of the best local michelada vendors all day long! There will also be tacos, live music by DJ FS (@floatingspecies), face painting, and a chance to enter-to-win @TacoTruckThrowdown ticket package! Plus, the first 50 attendees get free 2024 Big Fresno Fair general admission tickets! 🎟️🍷 First floor of the Grandstand is FREE or upgrade to VIP – just head to our website for pricing! UPDATE: Parking is \$10 and has been moved to the Chance Lot. Post time is at 1:45 p.m.

Don't miss out on this promo day and experience BIG amounts of fun and LIVE horse racing before The Big Fresno Fair! 🌟

To learn more about our promo days, visit our website! Link in bio!

@michefirme @\_delmarmariscos @spicyyumygummys @promix559 @michemix.eltorito

@table.mountain.casino @coorslight #2024BFF #BigFresnoFair #FresnoFair #FresnoFairgrounds #FoodFamilyFun #ThingsToDoInFresno #FresnoHorseRacing #FresnoStreetEats #VendorVillage #TacoTruckThrowdown

Edited • 8w

kg559 Big Slay 🍷🌶️🍷  
8w 1 like Reply

View insights Boost reel

👍🗨️📌

👤👤👤 Liked by dgriff1317 and 401 others  
September 18

😊 Add a comment... Post

**Horse Racing**  
📍 Big Fresno Fair

visitfresnocounty It's off to the races! 🏇 Horse racing is kicking off early at the Fresno Fairgrounds this year! Catch a race the next three weekends in the lead up to the Big Fresno Fair. Each day will have a special theme, including Derby Day, a salute to veterans and first responders, and more! You can also see races during the fair in October. Here's when you can head out to the racetrack:

September — 13-15, 21-22 & 28-29  
October — 4-6 & 11-14

For more information, check out @bigfresnofair

Plan your stay in Fresno or Clovis at the link in our bio!

#visitfresnocounty #bigfresnofair #2024BFF #fresno #horseracing #thingstodo #events #fresnofair

8w

bigfresnofair 🍷🌶️ gonna be a great run!! 🏇  
8w 2 likes Reply

autumnbrookeonline @bestofgabriel 🍷🌶️🍷 It's Baaacckkk!  
8w Reply

👍🗨️📌

👤👤👤 Liked by dgriff1317 and 165 others  
September 13

😊 Add a comment... Post

Photos from the September Horse Race Meet



Photos from the September Horse Race Meet



