



Ideas & Tips for Marketing Your Event

So, you've planned a fantastic event - now all you have to do is sit back and watch people come streaming in, right?

If only it was that easy! Even the best events can't survive on their programming alone. In order to get people to your event, you have to tell them about it.

Include the basics like dates, times and ticket prices, but more importantly, highlight a few key elements that make your event special. Is it the only one like it in the area? Does it only come around once a year? Are you offering any ticket packages or specials? (People love discounts!)

Once you've figured out the story you want to tell, now you have to decide who to tell it to. Who are your most likely attendees - adults, families, enthusiasts for your type of event or product, kids, seniors, or everyone?

Now that you know what you want to say and who you want to tell it to, it's time to spread the word. Paid advertising is one alternative and can provide guaranteed exposure, but there are also free promotional opportunities as well. Here are a few marketing ideas to get you started, including how we can help you. Thank you for choosing the Solano County Fairgrounds for your event!

Free Advertising Ideas

- Post your event information and updates to your Facebook page
- Send promotional emails to your customer list
- Develop a ticket giveaway contest and promote it through email and social media
- Add your event to community web sites that have free calendar of events listings
- Create a press release for local media

Paid Advertising Ideas

- Add paid "boosts" to your Facebook posts to reach a broader audience and potential new customers
- Design and distribute flyers and/or postcards around the community
- Purchase advertising with...
 - Newspapers and other print publications
 - Digital advertising providers
 - Radio stations
 - Digital and/or Static Billboards

How the Solano County Fairgrounds Can Help You Promote Your Event

- Your event is posted to our Upcoming Events page on our web site SCFair.com
- We include your event information in eblasts to our in-house email list
- We can post your event information to our Facebook page - provide us with quality pictures for the best results, and videos are even better
- Create a special discount or coupon and we'll help you tell people about it
- Give us your press release and we'll distribute it to our county media contacts
- We offer our clients a discount for advertising on our digital billboard

Where to Advertise in Solano County (partial listing)

Newspapers

- *Benicia Herald*
- *Dixon's Independent Voice*
- *Dixon Tribune*
- *Fairfield Daily Republic*
- *Rio Vista Beacon*
- *River News Herald*
- *Travis Tailwind*
- *Vacaville Reporter*
- *Vallejo Times-Herald*

Other Print Publications

- *Cronicas (Hispanic bi-monthly publication)*
- *Local Happenings Magazine*
- *Monthly Grapevine (Vallejo & Benicia)*
- *Vacaville Magazine*
- *Your Town Monthly (Dixon, Fairfield & Vacaville editions)*

Local Radio Station

- *95.3 KUIC (office located in Vacaville)*

Outdoor Billboard Companies

- *Solano County Fairgrounds*
- *Clear Channel*
- *Outfront Media*
- *Veale Outdoor*

Questions About Marketing Your Event at the Solano County Fairgrounds?

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