

2010 Lane County Fair

Highlights and Statistics

- Overall increase in attendance by 1,300 people in 5 days instead of 6!
- More Free Entertainment than Ever Before!



- Boost Mobile Freestyle Motocross attracted over 1,000 people for 3 shows each day of the Fair!



- Our free concert series attracted HUGE crowds:
Uncle Kracker with approximately 5,000 and
Joan Jett and the Blackhearts with approximately 9,000!!



- Sunday brought record attendance!
 - In just two hours Sunday morning, over 16,000 people came through the gates!
 - In those two hours, over 24,000 pounds of food was collected for Food for Lane County – and increase of 1000% over 2009!!



- Online ticket sales tripled over 2009— proving that our website is highly utilized.
- Increased participation in both SELCO '\$1.50 Ride Day' and Pepsi 'Ride Bracelet Day'
- Trillium Community Health Plan's Senior Day special and activities brought in an additional 1,000+ honored guests who lingered for the entire day.



Thank you for helping us create the best Lane County Fair yet! Our success would not be possible without the support of all of our valued partners.



Media Highlights for the 2010 Lane County Fair

- **Radio Spots:**

- Two versions—one advertisement and one Sponsor Thank you
- Aired from July 1, 2010 through August 31, 2010 on the following stations: KODZ, KEUG, KNRQ, KEHK, KMGE, KGNU, KDUK, KFLY

- **Television Spots:**

- Aired from July 1, 2010 thru August 31, 2010 on the following stations: Comcast, KEZI, KVAL, KMTR, CW and KLSR

- **Print Media:**

- Aired from July 1, 2010 thru August 31, 2010:
6 full page, full color ads and one full page, full color post Fair Sponsor/Partner Thank you in the Register Guard; also includes online media articles and ads

- **Billboards:**

- 5 major boards were put up as of July 1, 2010 and within several weeks there was 24 billboards throughout Lane County. These boards were up thru August 31, 2010.

- **Social Media:**

- Advertising is year round with the Lane County Fair Facebook and Twitter accounts combined with our Lane County Fair website! Our Facebook and Twitter accounts are updated on every Friday in the months leading to the Fair. In addition, these tools give us great opportunities to run fun promotions such as scavenger hunts and contests

- **Posters:**

- Distributed by the WOW Hall around the Eugene Springfield area and were in place from mid-July thru the end of August

- **Street Banners:**

- For the first 3 weeks of August, a Lane County Fair banner hung across 8th avenue and 24 flags lined the Ferry Street Bridge

Total Value of the LCF Media Buy: \$90,000