

Winnebago County Fair Marketing & Promotional Events

The purpose of this list is to give Fairest of the Fair contestants an idea of what marketing and promotional opportunities they could be involved in as Fairest. The Fairest (and runners-up who chose to become assistants) will develop a customized appearance schedule with our promotion team that works with their interests and personal schedule. Fair Volunteers will help cover events that the Fairest team is not able to attend. We also welcome new ideas for promotions and events!

FAIREST CONTEST SCHEDULE

- **February 1 - March 31** • Fairest Entry Forms Available, Deadline March 31
Current Fairest: Interviews, Social Media & Appearances to recruit candidates
- **April Date TBD based on availability** • Contestant Prep and Q&A, typically on ZOOM.
We'll go over contest components/schedule and answer any questions (optional)
- **TBD ***Interviews w/ local Newspapers (pre-contest, at contest and post contest)*****
- **Saturday May 6** • Winnebago County Fairest Contest, Approx 12noon-8pm
- **Mid-May** • Official Headshots with HZL Photography (scheduled at Fairest's convenience)
- **Mid-May** • Fairest & Ambassador Orientation, Date(s) TBD based on availability.
(Approx. 4 hours to include Fair Industry Overview, Winnebago Orientation & Expectations, Marketing Overview and Development of Fairest Training & Promotion Schedule)
- **May/June/July** • Training & Mentoring Opportunities to be scheduled at Fairest Convenience: Expressive Apparel Tour, Discover Oshkosh, Visit Other County Fairs, 4-Imprint Tour, ???
- **Fair Board Meetings 4th Thurs of the Month at 7pm** (None in July, Nov, Dec) (Optional)

SPRING PROMOTIONS (2022 Fairest is attending these)

- **Saturday, February 4** - Teach at 4-H Fun Day 8am-1pm
- **Friday March 10** • Brady Lee (Band) Promotion & Interview with 2022 Fairest (Meghan)
- **Weds March 29** • Kiddie Tractor Pull at WPS Farm Show, 12:30pm (EAA Grounds)
- **March 28-30** • WPS Farm Show - Help at Winnebago County Farm Bureau Booth?
- **Saturday April 1** • Breakfast with the Bunny, Omro ???

SUMMER PROMOTIONS (2023 Fairest (or Ambassador) and Assistants)

- **Kiddie Tractor Pulls - NEW:** We're running Kiddie Tractor Pulls at other events, Dates TBD
- **Farm Markets:** Optional Booths Dates TBD (sell tickets & swag, meet & greet, etc)
 - ◆ Oshkosh • Saturdays 8am-12:30 pm
 - ◆ Neenah • Saturdays 8am-12 noon
 - ◆ Omro • Thursdays 4:00-7:00 pm
 - ◆ Winneconne • Select Sundays in June/July (on list below)
- **Monday, May 30** • Neenah Memorial Day Parade, 9am
- **June Date TBD (daytime)** • Record Radio Promotions with Jack/Duke FM in Appleton
Radio Ads Run in July
- **Sunday, June 4** • Sundaze Farm Market (Winneconne), 9am-1pm
- **June Saturday DATE TBD** • Grilled Cheese Drive Through & Farm Tour
(Farm Bureau June Dairy Month Promotion)
- **Sunday, June 11** • Waukau Youth Days & Parade (noon) & Miss Rural Winnebago, 11am-3pm
- **Thursday, June 22** • Promo with "The Dweebs" (band) Appleton Concert in the Park Series
- **Saturday, June 17** • Neenah Farm Market Kids Day 8am-12noon
- **Friday, June 23** • Udder Tuggers (Timber Rattlers) Pre-Game Dairy Promo Appleton, 4pm
(Farm Bureau June Dairy Month Promotion)

- **Monday, July 3** • Neenah/Menasha Lighted Parade, 6:30pm-10:30pm
- **Tuesday, July 4** • Oshkosh July 4th Parade at 8am
- **Tuesday, July 4** • Omro July 4th Parade at 12noon
- **Tuesday, July 4** • Booth at Omro July 4th Celebration (following Parade)
- **Sunday, July 9** • Sundaze Farm Market (Winneconne), 9am-1pm
- **Mid-Late July** • Newspaper Interviews with Omro Herald, Neenah News/Oshkosh Herald, Winneconne News and Oshkosh Northwestern. Also TV interview if we can get them pre-fair.
- **Saturday, July 15** • Oshkosh Farm Market - Christmas in July, 8:00am-12:30pm
Promo with Whimbubble Face Painting
- **Sunday, July 16** • Eldorado Community Picnic & Parade (10am)
- **Saturday, July 23** • Sovereign State Days Parade (9:30am)
- **July 20-23** • Sovereign State Days: Kiddie Tractor Pull? Fair Promo Booth? Dates TBD
- *Tues July 25 ***FYI: Onsite Fair Set-up Begins (Fair Board of Directors & Grounds Crew)****
- **Thursday July 27** • TV Interview in Green Bay - Noon (Millaine Wells, Midwest Farm Weekly)

FAIR WEEK

- **July 31-August 1** • Pre-Fair Junior Judging, Judge K5-1st Grade Youth (Dept. 17),
NEW: Welcome/Check-in Booth in Expo (primarily to help first-time exhibitors)
- **August 1 Evening** • NEW! - Potential Special Opening Night (TBD)
- **August 2-6** • County Fair Open to Public
 - ◆ See last year's [Fair Daily Schedule - Brochure](#) for approx schedule of activities during fair week. Fairest should plan on making appearances at a variety of activities from Junior Fair Animal Shows to Grandstand Events, Music, Vendors and Family Entertainment. We also do video promotions on Facebook/Instagram.
 - ◆ Trophies/Ribbons at Junior Fair Animal Shows
 - ◆ Assist with "Farmer for a Day" Youth Mentorship Program (dates TBD)
 - ◆ Announcer - Announce entertainment schedules and vendors on PA system at Fair
 - ◆ *Radio & TV appearances happen "on demand" this week - stations usually give us a day's notice of when they are planning to come out to the Fair.*
- **Monday August 7** • State Fair "Fairest Reunion Day" - All County Fairest invited to participate (FYI, Wisconsin State Fair is August 3-13 in West Allis, Wisconsin)

POST FAIR PROMOTIONS & STATE CONTEST PREP

- **October 31** • WI Fairest of the Fair Application Due ([Wisconsin Fairest of the Fair Program](#))
- **October-December** • Work on Scrapbook and Auction Item for WI Fairest of Fair Contest
- **Thursday, October 12** • Literacy Council Spellbound Event, Oshkosh, 5:30-8:30pm
- **Thursday, November 9** • County Fair Volunteer Recognition Banquet
- **November (Thanksgiving Day)** • Turkey Trot Volunteer?
- **Thursday November 30? (evening)** • Oshkosh Holiday Parade (lighted)
- **Saturday, December 2 (morning)** • Omro Breakfast with Santa
- **Saturday, December 2 (evening)** • Omro Holiday Parade (lighted)
- **Saturday, December 9 (evening)** • Winneconne Holiday Parade (lighted)
- **Thursday December 14** • Winnebago County Fair Association Annual Meeting
- **January 7-10, 2024** • WI Fairest of the Fair Contest & Wisconsin Association of Fairs Convention
- **January 13, 2024?** • Farm Bureau Community Night

In addition to In-Person events, we also have an active presence on Social Media and in the Local Newspapers. See next page for details

Winnebago County Fair Social Media

Facebook

([Winnebago County Fair - Oshkosh, WI](#)): With 10,000 followers this has been our main social media presence the last few years. Our focus for this year will be continuing to build an audience around the entertainment side of Fair (to drive ticket sales). But we use this for all Fair announcements and information for youth exhibitors, vendors, sponsors and attendees.

Instagram

([winnebago.cty.fairest](#)): This is our first year on Insta. We have been building basic content, and have just started building our audience. Focus for 2023 is on “inside scoop” of Fair, with the Fairest as main “host”

Year-round content.

Schedule - TBD, we have enough content ideas to post daily on Facebook - several times/week on instagram.

Local Newspaper

Omro Herald	Publishes articles every 1-2 weeks about what's going on with Fair	We run paid ads in July/Aug
Oshkosh Herald	Publishes articles 3-4 times/year.	Official Sponsor - We run about 6 weeks of ads including full page
Neenah News	Publishes articles 3-4 times/year.	Official Sponsor - We run about 6 weeks of ads including full page
Winneconne News	Publishes articles 3-4 times/year.	We run paid ads in July/Aug
Oshkosh Northwestern	Publishes 1 article during Fair	No Ads
Post Crescent	Not currently utilizing	No Ads
Advance Titan		Just started Utilizing

Radio

Duke FM 93.5 (legends of country)	Paid Advertising	
94.3 Jack FM (old-school rock)	Paid Advertising	
???	Sometimes we get interviews with Y100 or WOSH	