



Welcome 2012.....

Happy New Year!

Can you believe it is already 2012? I don't know about you folks, but the time goes by faster the older I get! As I was preparing this newsletter, I have been thinking of all the things that I have learned from the UAFE to help the Sevier County Fair be so successful over the past few years! It is the UAFE's goal to **'promote, stimulate, and provide resources and information to fairs and events throughout the state of Utah.'** I can't imagine putting together a fair without the help I have received from this great association.

I would like to express my appreciation to all the board members and all the members of the UAFE.

I have had a wonderful experience as the UAFE President this past two years.

Thank you for this opportunity. I have had a lot of fun!

I hope to see all of you at the 2012 Annual Meeting on Saturday, January 28 at the Utah State Fair Park. This is a great place to get super ideas and great resources to help you in planning for your event this year!!! DON'T MISS IT!!!

See you soon!

Paula Martin, 2010-2011 UAFE President



Fun Idea!!!!.....

Here are some fun ideas sent in by Bill "Stretch" Coleman of Bill Coleman Entertainment

We introduced a new entertainment option at the Archuleta County Fair: "wonder exhibits". These are entries for the exhibit hall that are designed to introduce some wonder and whimsy to the traditional displays of cooking, craft, gardening and husbandry displays that are a part of the county fair experience.

We started with two exhibits: Tulips and a Cow Pie, and will be introducing others as we do more fairs.

A perennial concern at county fairs is to provide programming that is appealing to the younger generation. I think a "spot the not" contest could be a lot of fun and help make the exhibit hall more interactive and even thought provoking. Continued with photos at:

<http://stiltwalker.us/bubbles/bubble-tower/archuleta-county-fair-pagosa-springs-co/>

Thanks, Bill for the great ideas!

Upcoming Events.....

Jan. 27 Consumer Protection Program (E.coli) Workshop, Utah State Fairpark, Salt Lake

Jan. 28 Utah Association of Fairs & Events Annual Meeting, Utah State Fairpark, Salt Lake



Another Fun Idea

The "Help a Child Smile" contest was a new contest held at the 2010 Sevier County Fair. Organizers advertised this contest for participants to make a bright and cheery small blanket, enter it into this special contest, and donate it to a special cause. This contest was separate from the Home Arts Division Quilt entries.

Each entry became the property of the Sevier County Fair at the time of entry. Quilts were then judged that day and winners were announced when judging was done. When the County Fair was over, Fair Committee Members presented the quilts to Emergency Room Nurses and Staff at the Sevier Valley Medical Center.

Through Social Services at the hospital, the program will share these comforting blankets to children who have experienced a traumatic or difficult time.

Small Blanket sizes accepted were baby, crib size, receiving, lap size, etc.

Classes were: Tied, Machine Sewn, Machine Quilted, Quilted, and Crocheted or Knitted. Participants could enter as many quilts as they wanted.

Each first place winner won a \$25 Cash Prize and a ribbon.

Blankets were judged on Workmanship, Suitability of article to purpose, Beauty & Originality of Design, & Harmony of Color and Materials used.

Do you have an announcement you would like to share with our readers? New hires, Awards, Promotions, Retirements, etc. Let us know! Send your information to pmartin@sevier.utah.gov

We Need Sponsors!

In the last Newsletter, I asked for some ideas on what you would like to see in the newsletter. I had a few people email back and say they would like information on Sponsors. I recently attended the IAFE in Las Vegas and went to workshop on Sponsors. I have compiled a list of ideas from the workshop, as well as some ideas we do at the Sevier County Fair that works. I hope you can use some of the ideas! And, of course, we are always open to YOUR ideas. Also, there will be a Round Table Discussion at the UAFE on January 28, moderated by Angie Ferre & Lianne Pengra, from the Pony Express Days at Eagle Mountain. I have heard they are Pro's at sponsors! Don't miss what they have to share with everyone to help your event get more sponsors!

Sponsorship Ideas

Customize your sponsorships. Invite a business to 'sponsor' a special event. Let them know the event they will be sponsoring is very important.

Here are some idea's:

- Fresh Market Pie Eating Contest, (have a sponsor furnish all the pies)
- Big O Tires Root Beer Guzzle, (Have sponsors furnish all the soda)
- Have the local dental clinic sponsor "Tooth Day on Tuesday of your fair. They could advertise their business by giving out tooth brushes, T-shirts, promotional ad's, etc.
- Ace Hardware presents "Brad Paisley" (any concert or entertainment) at the fair! (Have sponsor pay 'X' amount of money toward the entertainment). Have another business furnish big screens to use at the concert and let the sponsor advertise on the screen.
- Home Depot sponsors the 'Kids Day' at the fair. Have Home Depot's employees take care of the whole activity.
- Rodeo - Have a different business sponsor each of the categories at the rodeo: White's Sanitation sponsor the Bull Riding, Zion's Bank sponsor the Calf Roping, etc. Print it that way in the Rodeo Program.
- A local print shop could help sponsor tickets, fliers, posters, etc. for the fair. Get a healthy discount and let them print their name on everything.
- Have a local business 'sponsor' hand washing stations. Advertise their business at the hand washing station.
- Have a local fabric shop sponsor the Quilting Category in the Open Class Exhibits. Let them give each participant a discount coupon advertisement or give them a free spool of thread. (Some way of getting them into their store). Same with other classes: Ball/Kerr, Red Star Yeast, and Wilton all have a unique sponsoring program. Have the local Pet Shop sponsor the Small Animal's class or have the local Flower Shop sponsor the Horticulture class.

Take care of your sponsors!

- 'Court' your sponsors. Make sure they know they have a cause.
- Make sure they have the notoriety they deserve! After all, the reason they would sponsor your event is to get their name out where people can see it. Make sure their logo is printed in all your fair information, website, posters, radio, fliers, etc.
- Reward them by giving them free tickets to the rodeo, a free parking pass, free booth space, etc.
- Have a 'Corporate Picnic' at the fair for sponsors. Fair provide a special area with a tent, tables, and chairs. Let them know they are 'partners' in the fair.

- Paula Martin

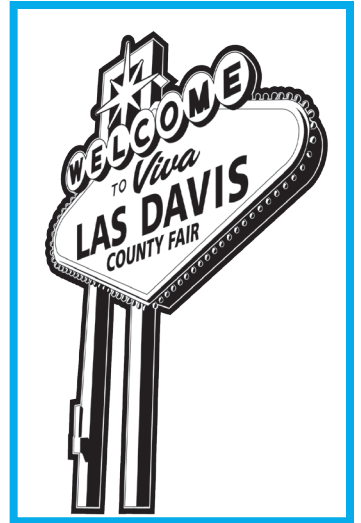


Meet Me at the Davis County Fair.....

The 2011 Davis County Fair was the best yet! We reached our highest attendance of 45,000 guests and raised 12,855 pounds of food for a local food shelter—2,000 more pounds than 2010! But our favorite part of the fair was our theme: VIVA LAS DAVIS! To us, “Viva Las Davis” was all about celebrating Davis County and getting the community invested in their county fair.

To attract more people from within the community, we had several new events and competitions, such as the Horizon Credit Union High School Spirit Day, a Dutch Oven Cook-Off, and the IGX Interactive Gaming Experience.

The entertainment was out of this world! We brought in Tyler Hilton, a singer/songwriter/actor, who is known for his work in “One Tree Hill” and for playing Elvis in the film “Walk the Line.” We had people who drove hours just to come and see him!



Another entertainment highlight was Jason Hewlett: The Entertainer. This was one of his last public performances, and we were so lucky to have him. There was a sudden windstorm before he was supposed to go on, so Jason started his show early, so we got to have even more fun with him. His impressions were amazing, and his song parodies were hysterical! A huge crowd gathered around the perimeter of the tent, since the tent was already packed! We got to see Elton John, Prince, Diana Ross, Ricky Martin, and so many more.

On the grounds, we hosted Midway West Amusements Carnival and American Diving Dogs. People love being able to bring their dogs to join in the fun. And our main animal attraction was the West Texas Rattlesnake Show. To advertise this event we used the tagline, “This Fair Bites!” Rattlesnake Dave was a pleasure to work with and he did a great job of entertaining and educating our crowds.



This was our first year implementing a text message marketing campaign, and it was a huge success. This really helped us keep people informed of what was happening at the fair, but also helped us get people pumped up for all of the coming events.

One of the personal highlights for me was our FLASH MOB! I had a vision, and it was better than I ever hoped! We had a choreographer volunteer for the task, and he did an amazing job. A group of 30 danced to Katy Perry’s “Waking Up in Vegas” in the middle of our outdoor vendor booth area. It was a blast!



We had a great year in 2011, and aren’t sure how we will top it in 2012, but we’ll give it our best shot! Come on over and celebrate at the biggest party in Davis County!

--Megan Hatch

“Line ‘em up shoot ‘em down. There’s a party going on in Jagertown...”

- Opening lyrics of “Jagertown”

The newest band to hit the country-rock scene, Jagertown will fire up any crowd with its signature tune and unadulterated spirit.

Nothing defines Jagertown quite like the band’s lively sense of humor. Their tunes may be light-hearted; however, this animated band is comprised of serious musicians. Exploring the country genre while incorporating innovative rock elements, the unique Jagertown style lies somewhere between Keith Urban and Rascal Flatts - with a little Lynard Skynard - esque guitar dueling in the mix.

Originally a team of studio songwriters, the soon-to-be band quickly discovered chemistry and talent that catapulted the group onto the stage. Rather than writing and recording for others (primarily films, publishing companies and bands), they began performing and recording on their own. Shortly after opening for major headliners throughout Utah - and selling thousands of Cds within weeks - Jagertown was born.

Though the band has mastered country standards, their original tunes and addictive songwriting keeps audiences in country bars, County fairs and swanky clubs alike on their feet, inspiring the rapid growth of a fan base of all ages. From the catchy “Be About It” to the surprisingly upbeat ballad about lost love, “Brooklyn”, the music features tight guitar riffs accented by drum, keyboard and bass rhythms. The fresh musical brew is topped off with near perfect three part harmonies and the smoothest vocals in the West.

“What sets Jagertown apart from other bands? Energy. So many country acts national and otherwise rely on overproduced, cookie-cutter songs and stage shows filled with hired-gun musicians. Jagertown is the opposite — we play country music for those who want to party. We write our music, and our stage show feels more like rock and roll than sit-back-and-enjoy twang.”

— Autumn Thatcher, Salt Lake Tribune



www.reverbnation.com/jagertown
www.myspace.com/jagertown
www.jagertown.com



Members: Preston Creed- Lead Vocal/Acoustic Guitar
Elizabeth Gallacher/Fiddle
Troy Haun- Lead Guitar/ Vocal
Jesse Brooks- Bass/Vocals
Dimitri Mannos- Drums

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