

Washington State Fair Parking Lot Safety Messaging and Weekday Discount Parking Ticket Sales Promotion Presented by O'Reilly Auto Parts
Category 1 – Sponsorship Innovation
Division 4

Objective – Early in 2020, long-term sponsor, O'Reilly Auto Parts decided they wanted to move away from their decade long Presenting Sponsorship of the Puyallup Rodeo and partner on a new and unique activation with The Washington State Fair. They wanted to do something that The Fair hadn't really done before and which directly connected their products and services to the Fair guests. After several discussions, the idea was born to have O'Reilly's be the Presenting Sponsor of the Fair parking lots with the specific goal of communicating safety messaging reminders, as well as offering actual support if guests car batteries died while visiting the Fair. In addition, O'Reilly's wanted to find a way to drive traffic to their local stores. In efforts to support those goals, The Fair partnered with O'Reilly's to sell weekday discount parking tickets at their store locations throughout the western region of Washington State. The primary goals of O'Reilly's was to drive traffic to their stores and enhance brand awareness.

Execution – The Fair and O'Reilly's identified the four main parking lots, Red, Green, Blue and Gold where the safety messaging would be displayed. These are the same lots to which the weekday discount parking tickets were valid. To implement the safety messaging campaign, O'Reilly's provided several branded banners, hats for staff to wear and a giant inflatable archway that would be located at the main walking exit point of Gold, one of the two largest parking lots. The Fair created, produced and posted banners with safety reminders in each parking lot. O'Reilly's also supported the safety messaging campaign with

pre-recorded audio, which The Fair played outside each entrance gate. In addition, O'Reilly's produced and played radio spots two weeks prior to Fair opening advertising weekday discount parking ticket sales. To support these efforts further, The Fair and O'Reilly's offered giveaways through Social Media contests across Facebook and Instagram, "Tell us about your first car". The Fair also promoted the discount parking through E-newsletters and website <https://www.thefair.com/deals/weekday-discount-parking/>.

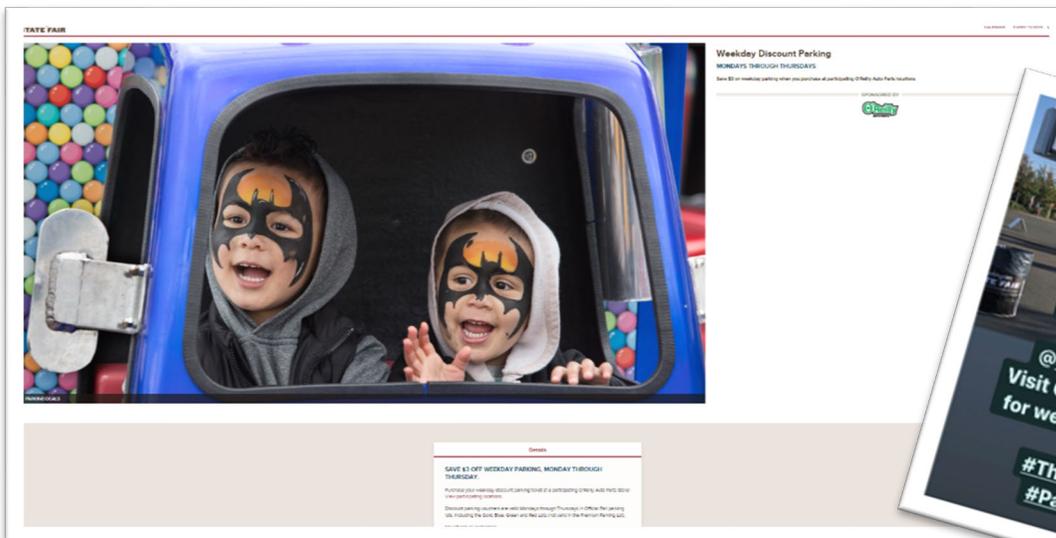
Outcome and Evaluation – The overall objective was to provide a long-term sponsor the ability to continue its partnership with the Fair through a new and unique activation while driving traffic to their stores and increase brand awareness. The Fair's tangible result was selling weekday discount parking tickets through a new retailer, while connecting with more local clientele of which typically make up weekday attendees. The tangible results for the sponsor were increased traffic into stores with 886 weekday discount parking tickets sold in total and increased social media engagement from contest for Fair admission tickets and parking pass. The intangible results for both parties was a successful partnership on a new activation which proved to be mutually beneficial proven by positive feedback by local O'Reilly staff report back to Fair through corporate contact.

Category Specifics – The promotion was an answer to the call from the sponsor to partner in a new and unique way, something neither party had done before. This activation was comprised of many key components such as store traffic drivers, special weekday discount, on-site highly visible branding opportunity to general public as well as Fair guests. Also included social and digital activation elements as well as providing a service to guests in need.

SAFETY MESSAGING AND O'REILLY BANNERS IN PARKING LOTS



WEBSITE: <https://www.thefair.com/deals/weekday-discount-parking/>



SOCIAL MEDIA POST(S)

Washington State Fair
 Published by Tessa Shaw · September 21 at 9:09 AM ·

Update: A winner has been chosen.
 We're closed today! For a chance to win 4 tickets to the Fair and a parking voucher, tell us what you love about #WASStateFair.
 Fair Parking Lots Presented by O'Reilly Auto Parts! Visit O'Reilly's locations for weekday discounts.
 #TheFairsBack #PartyBigWA



10' X 10' PROMOTIONAL BOOTH



GIVEAWAY GOODIE BAG



E-NEWSLETTER: DISCOUNT PARKING

Purchase by 9/21/2021 to the email address

Washington STATE FAIR

TICKETS CONCERTS RODEO FOOD & DRINK HEALTH & SAFETY

The Countdown Is On - Sept. 3-26, 2021

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Discount Admission Deals End Tomorrow!

Save by purchasing your tickets before The Fair starts!

Save up to \$3 per ticket and get tickets that can be used ANY DAY - weekday or weekend - by purchasing at thefair.com by Sept. 2 or at the South Hill Mall customer service desk through Sept. 26.

GET TICKETS

DEALS EXPIRING TOMORROW!

Ride & Admission Bundle - BEST VALUE!
 ONLY AVAILABLE UNTIL SEPT. 2!
 Save up to 45% with this pre-Fair deal. Get 2 ANY DAY admission and 6 rides for one low price.

BUY TICKETS

Xfinity Dizzy Pass
 Save an extra \$10 on unlimited rides when you purchase online by Sept. 2. Valid select days.

BUY TICKETS

MORE WAYS TO SAVE

Season Pass
 Get unlimited admission to The Fair and incredible value with 20 days of fun!

BUY TICKETS

Weekday Discount Parking
 Save \$3 on parking Mondays through Thursdays when you purchase at participating O'Reilly Auto Parts locations.

LEARN MORE