



Add a little character to your garden

# Growums Goes to the Fair

A Blue Ribbon Experience: Program Outline

A yellow ribbon banner with a 3D effect, curving across the top of the character's head.

**Growums Blue Ribbon  
Contest at the Fair**

## Growums Goes to the Fair

A Blue Ribbon Experience





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## A Cooperative Agricultural Educational Opportunity



**Topsfield  
Fair**



**Jim O'Brien**  
*General Manager*

## Topsfield's Mission Statement

To encourage, promote and preserve Essex County agricultural activities and to educate the general public regarding their importance in an atmosphere of fun and excitement through the medium of the Topsfield Fair.

## A Community Outreach Program

Read and Win

Over 10,000 students involved









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## Read and Win



## Increase Awareness

- Reading
- Healthy Lifestyle
- The Fair-This year and for the lifetime of the children



## Promoting Agriculture And The Fair







**Greg Chiecko**  
*Director of Sales*

## Eastern States Exposition Mission Statement

Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

# Carin The Carrot Was Just The Ticket!

Sponsorship



## Our Partners



## What's New At The Fair

- Great Media Exposure

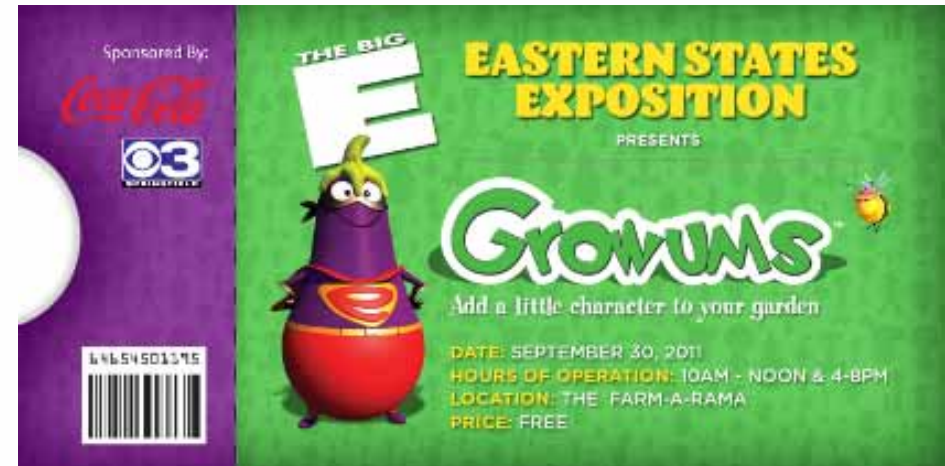


## Fast Start Out Of The Gate



## Ticket As A Tool

- Sponsor friendly
- Location friendly
  - Time and Place
- Product friendly
- Ease of handling

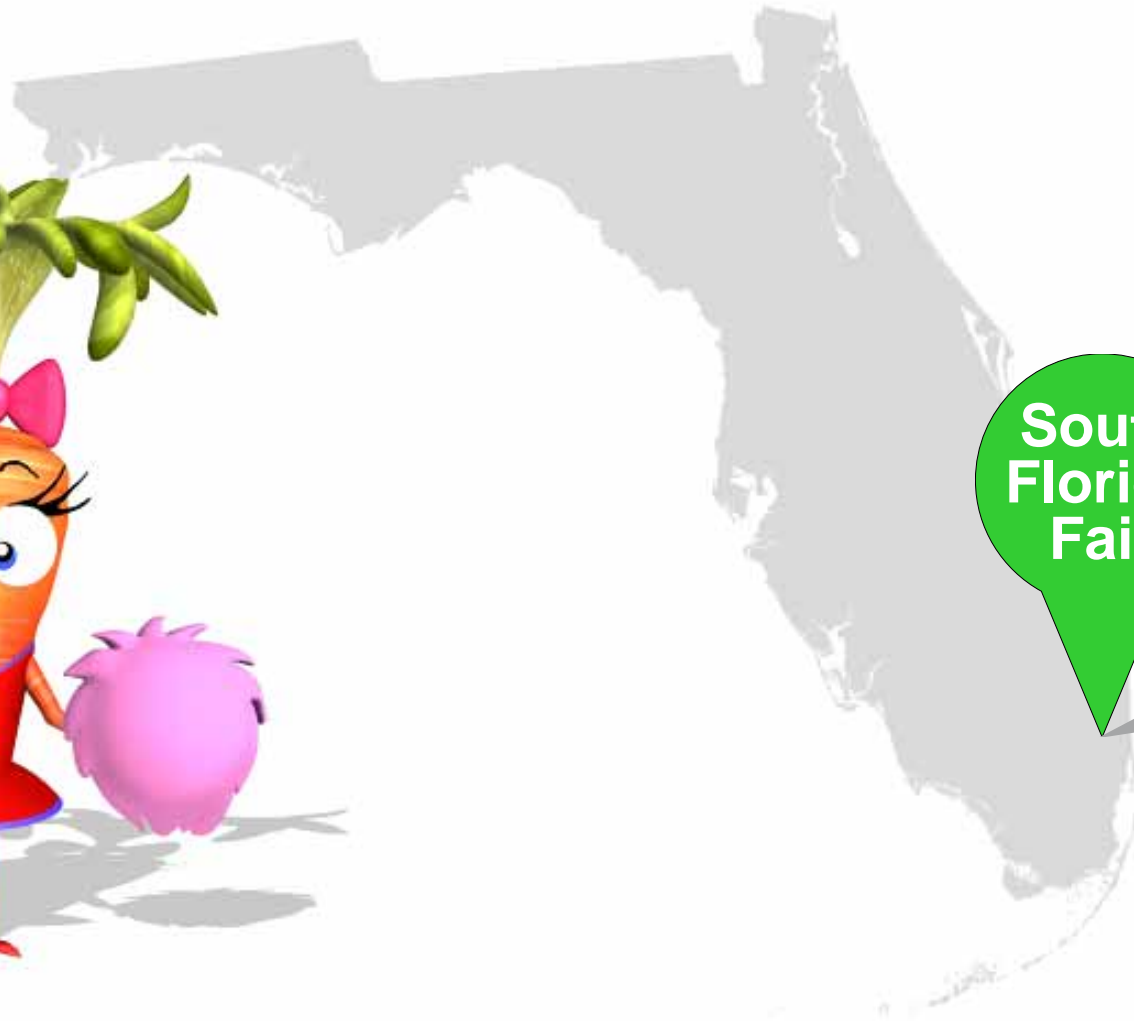


## Bringing The Children Into The Experience



## Lasting Impressions







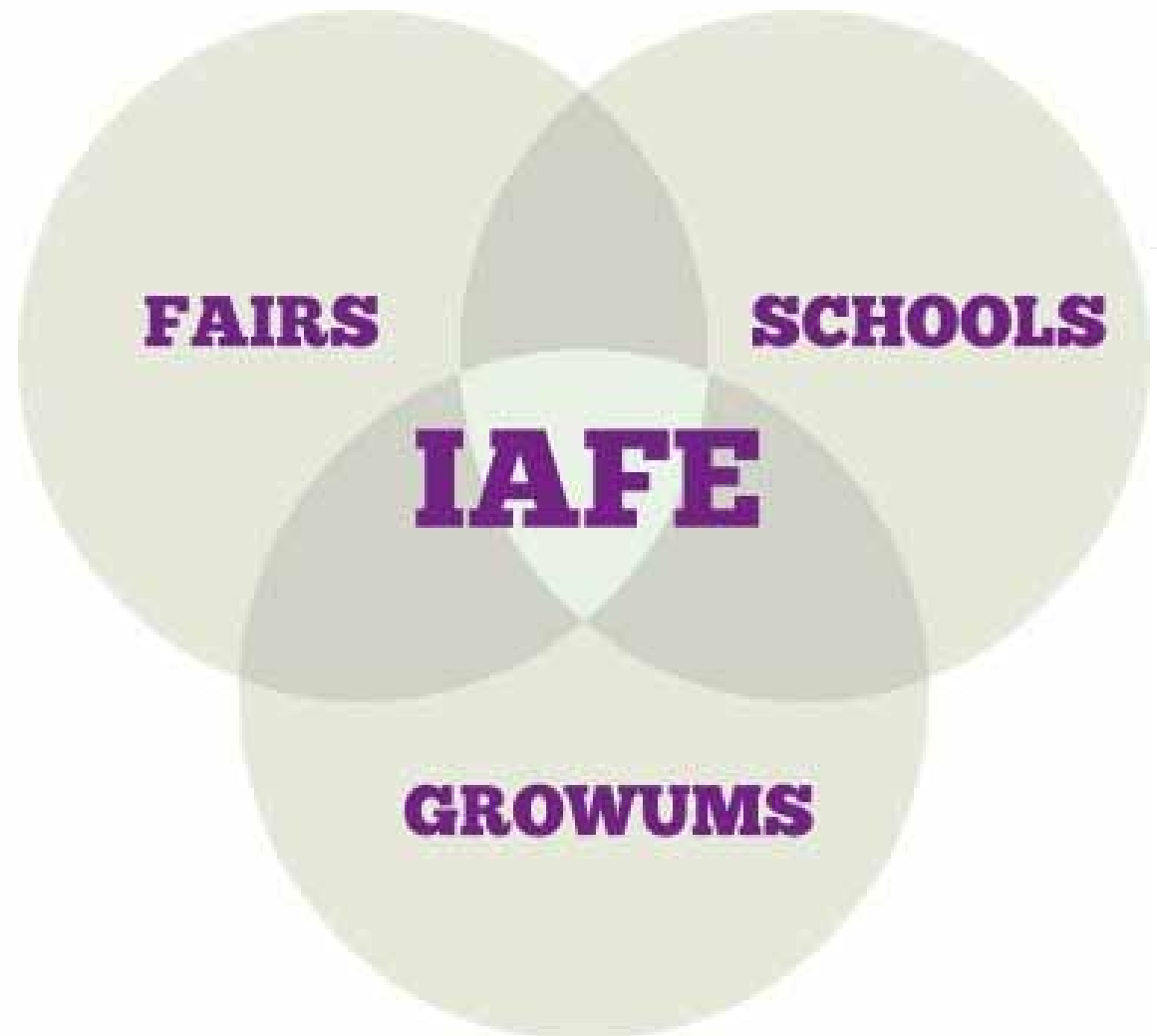
**Vicki Chouris**  
*Vice President & Chief Operating Officer*

## South Florida Fair Mission Statement

*South Florida Fair is a private, non-profit corporation whose expectation is to preserve and promote the agriculture, trade, entertainment and historical heritage of our community.*

## Blue Ribbon Program

Schools and Education



## The Role of the Fair

Ease of Implementation –  
Very Little Staff Time Invested

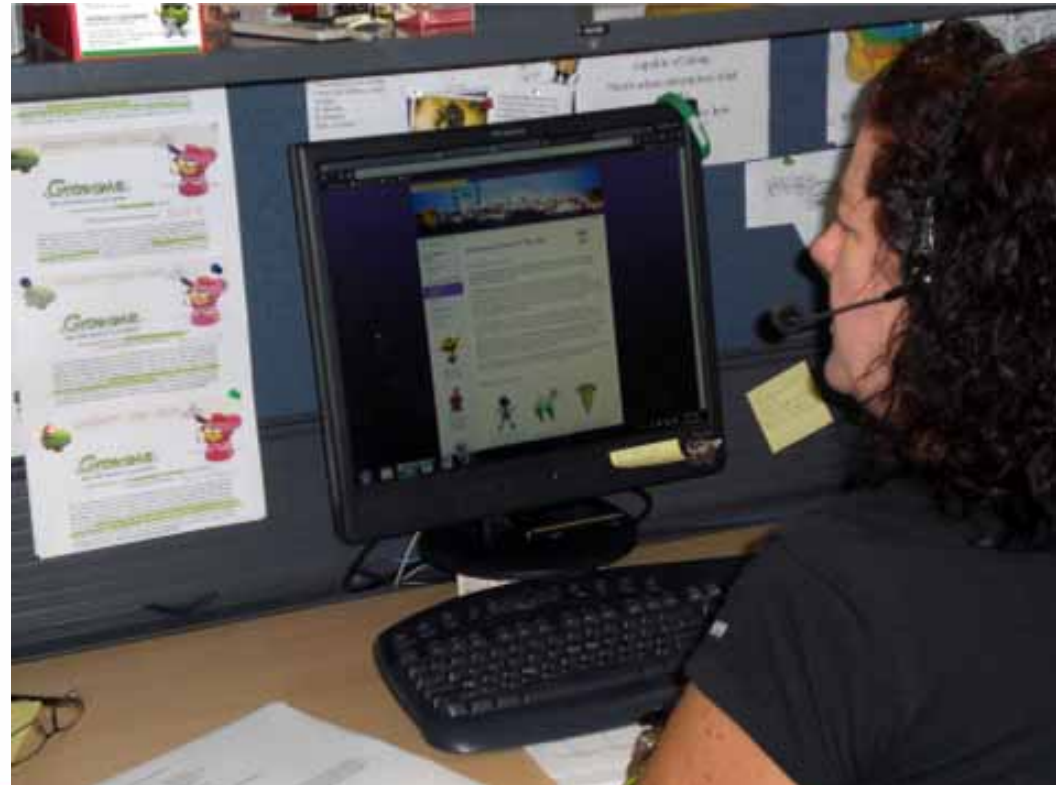
- Provide A Letter Of Introduction
- Provide Key School Contacts
- Schedule And Organize  
The Blue Ribbon Day At The Fair



## Growums

The Growums Trained Staff Contact  
The Schools About Blue Ribbon Program

- More Than A Normal Fundraiser
- Strong Educational Components
- Healthy Eating
- Joys And Fun Of Growing Vegetables



## Schools

Handle The Program As  
A Normal Fundraiser –  
Plus Educational Value Added



## Pre Fair Promotion



**With the Blue Ribbon Program...  
Everyone is a winner**



- Children
- Families
- Schools
- Fairs

Garden in a  
Wheelbarrow







GREAT BANKING TEAM  
GIBSLAND BANK & TRUST

**cultivate  
a career**



**Thank you for cultivating your career  
at the North Carolina State Fair!**

For more education information, visit [www.ncstatefair.org](http://www.ncstatefair.org)

Growums™ Pizza Garden kit  
provided by Wells Fargo



*"With you when you need more from your bank"*  
[www.wellsfargo.com](http://www.wellsfargo.com)



Allentown Fairgrounds

# FARMERS MARKET



## Gift Certificates Available

\$25 - \$5 FREE  
\$50 - \$10 FREE

- 1 per customer
- Offer expires October 31, 2011
- With Gift Certificate purchase, get a free Farmers Market Bag.

**Address**

17th & Chew Streets  
Allentown, PA 18104

**Phone** 610-432-8425

**Fax** 610-437-0891

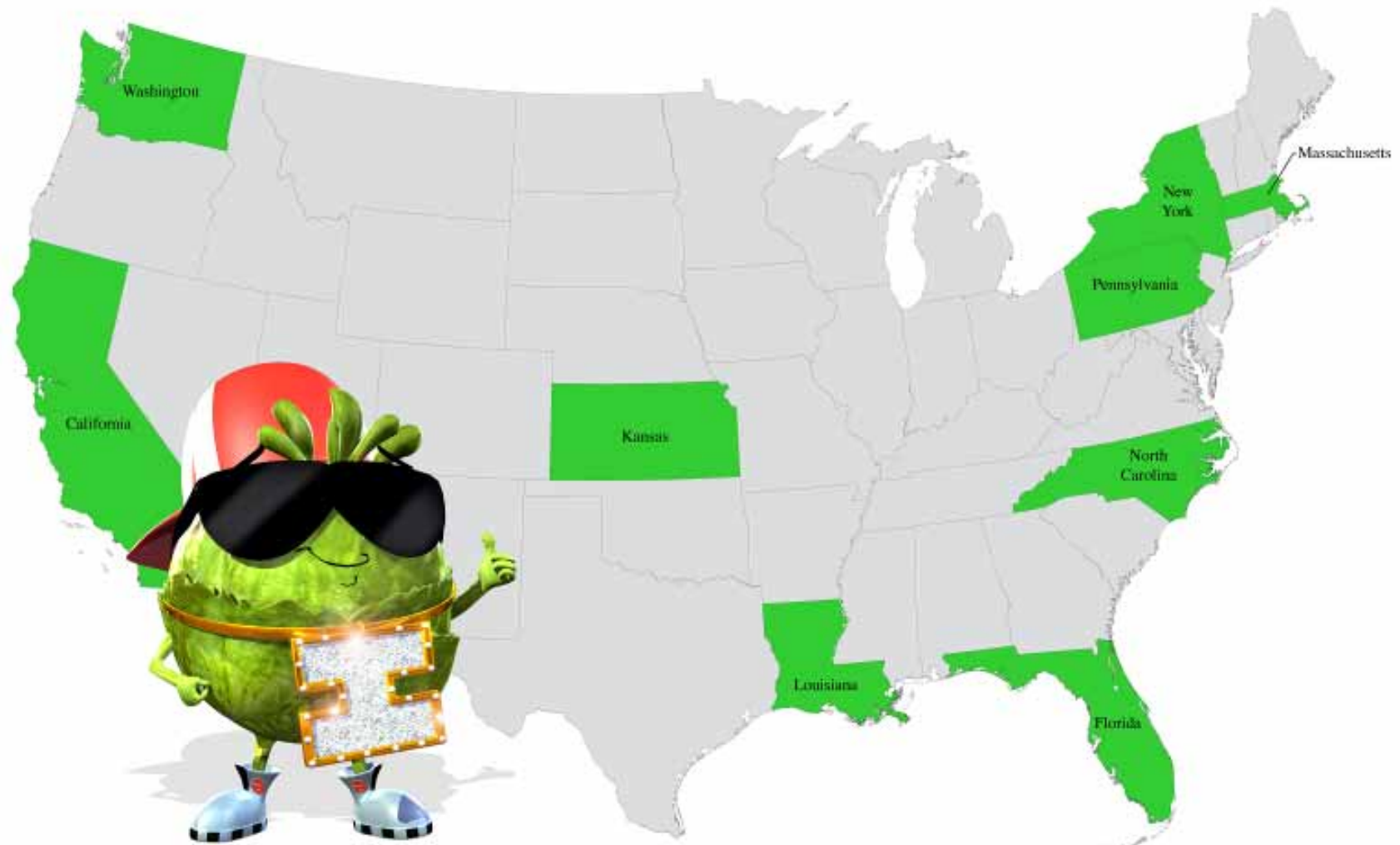
**Hours**

Thursday 9am - 8pm

Friday 8am - 8pm

Saturday 8am - 6pm

## Growums – 9 States, 16 Fairs





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## Growums – 9 States, 16 Fairs

### 2011

- Erie County Fair (NY)
- Topsfield Fair (MA)
- Grant County Fair (WA)
- California Mid State Fair (CA)
- Finney County Fair Assoc (KS)
- Tukwila's Backyard Wildlife Festival (WA)
- The Great Allentown Fair (PA)
- California State Fair (CA)

- Monterey County Fair (CA)
- Dutchess County Fair (NY)
- Eastern States Exposition (MA)
- North Carolina State Fair (NC)
- State Fair of Louisiana (LA)

### 2012

- South Florida Fair (FL)
- Florida Strawberry Festival (FL)
- Miami-Dade County Fair (FL)