

Date: 1/02/2025

**Contract for Weber County Fair**

**Delivery of contract to:**

Weber County Fair  
Attn: Ashton Wilson  
Fair Director  
Golden Spike Event Center  
1000 North 1200 West  
Ogden, UT 84404

**Contact(s):**

Ashton Wilson  
Fair Director  
anwilson@webercountyutah.gov

**Address:** 1000 North 1200 West  
Ogden, UT 84404

**Phone:** 801.399.8711

**Selected Service Provider:**

Fuel Marketing LLC (Vendor Number: #VC218290)

**Contract Number: ma4457**

**Contact(s):**

Donna Foster  
[Donna@fuelmarketing.com](mailto:Donna@fuelmarketing.com)  
Melinda Meier  
[Melinda@fuelmarketing.com](mailto:Melinda@fuelmarketing.com)

**Address:** 2005 E 2700 S, Suite 180  
Salt Lake City, UT 84109

**Phone:** 801.502.5300

**Weber County Fair**

**Project Description**

The Weber County Fair Strategic Media Plan is required for the upcoming 2025 fair. This plan will establish the Weber County Fair's media priorities, including as follows, but not limited to: Media Planning, Local Media Negotiation, Traditional and Digital Media Placement, and Promotion. When warranted, bonus media weight and media impression match is another priority.

Creating heightened public awareness of Weber County Fair's activities and ticket sales will be key and measured by both Weber County Fair's Fair Director and selected service provider (FUEL Marketing LLC). The impact of this contract should help increase attendance, ticket sales, and awareness of Weber County Fair's wide range of exceptional experiences and performances to help ensure and increase ROI of media placed.

## **Campaign Goals**

- Increase ticket sales for the Weber County Fair.
- Reach local families, fair enthusiasts, and the Hispanic community in Weber County and surrounding areas.
- Create excitement and awareness leading up to the event. For media (example: TV and radio), establish a trade up to 30% of trade match, as well as promotional tickets giveaway minimum of 25%.
- Work in advance to provide the best solutions and overall campaign exposure, making the 2025 event a better success.

## **Deliverables**

To achieve the objectives of this campaign, a variety of deliverables will be implemented under the agreed upon project and service categories including, but not limited to:

- Traditional TV and Radio Advertising
- Programmatic Digital and Social Media ad placement/campaigns
- Streaming Audio/Podcasts Advertising
- Streaming Video Advertising
- Billboard Advertising
- PR and other potential media: television (daytime segments) and other approved media planning within established budget.

## **Contract timeline:**

Jan 2025 – Sept 2025

*With option for extension into 2026 season, as approved by Weber County Fair Director.*

## **Budget for 2025 Season:**

\$30,000

**FUEL MARKETING WORK AUTHORIZATION**

Client: Weber County Fair  
 Contact: Ashton Wilson/Fair Director  
 State Contract Number: ma4457  
 Vendor Number: #VC218290  
 Commodity Code: #80140

**Fuel Contact(s):**

Donna Foster  
[Donna@fuelmarketing.com](mailto:Donna@fuelmarketing.com)

Melinda Meier  
[Melinda@fuelmarketing.com](mailto:Melinda@fuelmarketing.com)

Address: 2005 E 2700 S, Ste. 180  
 Salt Lake City, UT 84109  
 Phone: 801.484.2888

Campaign: Weber County Fair 2025 Media Campaign

Job Title: Marketing and Advertising Services

Approved Contact Rate: \$115\*  
 Total Unit Price: \$30,000 (payment due August 2025)  
 \*Approved Pricing

**Weber County Fair 2025 Media Campaign Estimated Breakdown of \$30,000 Budget:**

Media	Timeline	Budget
<b>Television</b> KSTU - primary partner Cable Zones Weber/Davis	Jul 20 - Aug 9	\$7,500
<b>Radio</b> KSOP/KUBL (Country formats) Hispanic Radio - 2 station A25+	Jul 20 - Aug 9	\$6,000
<b>Social / Meta</b> Facebook/Instagram	Jul 13 - Aug 9	English \$4,000 Spanish \$1,000
<b>Streaming Audio - Hispanic</b> Entravision	Jul 20 - Aug 9	\$1,000
<b>Streaming Video Eng/Spanish</b> Hulu Disney YouTube (video)	Jul 13-Aug 9	\$1,000 \$1,000 \$2,000
<b>Billboard</b> Weber / Davis Rotation Digital Bulletins * static if budget allows	Jul 15 - Aug 9	\$5,500
<b>Public Relations</b> Segment/Media Coordination	July	\$1,000
<b>TOTAL \$</b>		<b>\$30,000</b>

*Traditional Media to game 30% Trade Match and 25% Bonus Match*

Weber County Fair  
 Name: Ashton Wilson  
 Title: Fair Director

Signature: Ashton Wilson  
 1/2/25

Fuel Marketing LLC  
 Name: Donna Foster  
 Title: Partner

Signature: Donna Foster

BOARD OF COUNTY COMMISSIONERS  
OF WEBER COUNTY

By \_\_\_\_\_  
James H. "Jim" Harvey, Chair

Commissioner Froerer voted \_\_\_\_\_

Commissioner Harvey voted \_\_\_\_\_

Commissioner Bolos voted \_\_\_\_\_

ATTEST

\_\_\_\_\_  
Ricky Hatch, CPA  
Weber County Clerk/Auditor