



MARKETING RECAP & EVENT SUMMARY – 2011

- Over 77,000 visitors attended the four-day Cloverdale Rodeo & Country Fair event.
- Of those 77,000 visitors, more than 15,000 rodeo fans attended the Cloverdale Invitational Rodeo.
- The four-day Cloverdale Rodeo & Country Fair event generates in excess of \$5 million dollars in economic spin-off to the City of Surrey & surrounding communities.

MARKETING SUMMARY – 2011

- The 2011 Cloverdale Rodeo & Country Fair event received promotional value from our media partners valued at more than \$852,700.00.
- The 2011 Cloverdale Rodeo & Country Fair event received earned media coverage in excess of \$1.8 million.



ADVERTISING SUMMARY – 2011

RADIO

- **The Cloverdale Rodeo & Country Fair event has many long-standing partnerships with radio stations in the Lower Mainland of BC. Radio stations continue to be the primary message deliverer. We worked with 9 local radio stations in 2011.**

These include stations JRfm, CKNW, Fun FM, Country 107, News1130, Shore, CBC, Sher-e-Punjab and XL Radio.

PRINT

- **The Cloverdale Rodeo & Country Fair enjoys a tremendous working relationship with print publications throughout the Lower Mainland including both regional dailies such as The Province and community groups Postmedia and Black Press.**

The 2011 Cloverdale Rodeo & Country Fair event worked with 26 print media outlets, which included major sponsorship by The Province and both regional community newspaper groups: Postmedia Community Publishing (The Surrey Now, Langley Advance and Maple Ridge/Pitt Meadows Times) and Black Press (Abbotsford News, Burnaby/New West News Leader, Chilliwack Progress, Cloverdale Reporter, Langley Times, Maple Ridge/Pitt Meadows News, Peach Arch News, Surrey/N Delta Leader & Tri-City News).

- **We also produced three Newspaper Supplements. Black Press produced a 20-page supplement in the Surrey Leader and a 24-page supplement in its Cloverdale Reporter publication. Postmedia Community Publishing produced a 32-page Official Supplement, which ran in the Surrey Now and Langley Advance.**

TELEVISION & WEBCAM

- **The 2011 Cloverdale Rodeo & Country Fair had an exclusive television relationship with CTV British Columbia, which saw CTV broadcast its 5:00pm and 6:00pm newscast live from the fairgrounds. The partnership with CTV BC provided our event the important family audience demographic including promotional airtime support running in such shows as American Idol.**

- **At this year's rodeo, the successful Live Webcam Feed of the 5 rodeo performances ran from our website. A total of 5,000 webcam viewers watched our 5 rodeo performances live, for a total of more than 352,000 viewer minutes.**

OVERVIEW – 2011

- **The Cloverdale Rodeo and Country Fair reached a milestone, celebrating its 65th anniversary. On the Rodeo side, there was particular interest in several BC competitors as well as Canadian and World Champion competitors. This included Bull Rider Ty Pozzobon of Merritt who made it to the Finals and became an overnight media celebrity. In entertainment, Randi McMillian, lead singer of Appaloosa and Langley talent show winner produced a focal image for newspapers and drove attendance to the Longhorn Saloon.**
- **Media participation and coverage continued to focus on there being something at the event to suit every pocketbook, generation and personal taste. The event was effectively positioned as an economical, family-friendly event that reached out to people of all nationalities. There was also a number of additions to the Country Fair including the new extreme show with BMX and Roller Derby Competitions, the West Coast Lumberjack show and the Sunday evening show headlined by Doug and the Slugs.**
- **Online marketing through the Cloverdale Rodeo and Country Fair website was improved for 2011 by promoting individual events and announcing news and information immediately and effectively. The BC Lions & Rodeo All-Stars Kickoff Party was promoted online throughout the Cloverdale Rodeo and Country Fair homepage and it's online poster and tickets. This event, as well as other individual events such as CTV broadcasting live, the Westcoast Lumberjack Show, and new musicians in the Longhorn Saloon, were promoted on a new 'event slider' at the top of the homepage. Other events, such as the Canucks game being broadcast in the Longhorn Saloon, were also marketed through the homepage and provided supplemental information in internal pages.**
- **The Cloverdale Rodeo and Country Fair homepage also included the Livestream window that broadcast the Rodeo footage around the world. Livestream also embedded on the Facebook page with the Livestream application that allowed users to view directly through Facebook and engage in communication through the social media site when signed in. All five rodeo performances were broadcast over more than 70,000 unique streams worldwide.**
- **Social media played a key role in allowing visitors and fans of the Cloverdale Rodeo to communicate quickly through Facebook and Twitter. The community on Twitter reached 800 followers and Facebook reached 2,000 likes by the end of the event. Through the use of hashtags and keyword searches, we can see that a large amount of people were communicating about published stories, new features and events, as well as contestant results as they were posted immediately. The use of a Facebook advertising campaign gave the Facebook page new life, and quickly gained the recognition through sponsors and media partners posting updates and stories directly on the page. The use of Twitter and Facebook was also evidenced on the homepage for the Cloverdale Rodeo by embedded 'like' and 'follow us' boxes for both social media accounts.**

MEDIA COVERAGE HIGHLIGHTS – 2011

- Onsite Media Centre had 62 registered working media at our four-day event
- Print coverage – 60 articles/listings.
- Print publication onsite during event – The Province, The Vancouver Sun, The Globe and Mail, The Surrey Now, The Langley Advance, The Cloverdale Reporter, Sing Tao and Xinhua News
- Television stations onsite during the event – CTV, Global BC, CityTV, CBC, Radio Canada, Fairchild TV, Xinhua TV, Jiggy TV
- Television live broadcasts – CTV, Global BC and CityTV
- Radio Stations onsite during event – JRFM, Country 107, News1130, The Shore, RedFM and RJ1200
- Radio live broadcasts – JRFM and Sher-e-Punjab
- On-line – 72 articles

ADVERTISING PLAN & BUY – 2011

- Daily Print - 10%
- Community Print - 17%
- Radio - 42%
- TV - 18%
- Other - 13%



The Cloverdale Rodeo & Country Fair event supports Breast Cancer Awareness & Research through an annual fundraising campaign “Are you Tough Enough to Wear Pink”. The campaign proceeds are donated to the Crystal Gala Foundation, a local Fraser Valley Breast Cancer Foundation. Since starting the campaign our event has donated \$16,800.00.

SPECIAL PROMOTIONS & FEATURED ATTRACTIONS – 2011

- **Kidz Zone / Interactive, Educational & Entertainment Activities**
- **Arts Zone / Artists & Crafters from the City of Surrey**
- **City of Surrey RCMP 60th Anniversary Display**
- **65th Cloverdale Rodeo Anniversary Display**
- **London Drugs & Triple O's stores pre-purchase Grounds Admission Program**
- **Cowboy Church Service in Stetson Suite on Sunday**
- **Wrangler Night Promotion at the Friday night rodeo performance**
- **"Tough Enough to Wear Pink" 50/50 fundraiser for Breast Cancer Awareness/Research**
- **Outdoor Movie at Stetson Bowl Sunday night**
- **Western Trade Show and "BC Wine Tasting Venue"**
- **Trick Riding Half-Time Act during each rodeo performances**
- **Mutton Bustin during each rodeo performance**
- **West Coast Amusements Midway & Rides**
- **Cloverdale Rodeo Parade with over 100 entries**
- **Livestock Display & Agricultural Exhibits**
- **Outdoor Family Entertainment Stage featuring "Doug & the Slugs"**
- **Telus Mobile Environment / interactive communication services**
- **Westcoast Lumberjack Show**
- **Extreme Sports Zone**
- **Rodeo Pancake Breakfasts**
- **Hot Air Balloon Rides**
- **Fraser Downs Racetrack & Casino Mechanical Bull Rides**

CLOVERDALE RODEO & COUNTRY FAIR DEMOGRAPHICS

- **Male – 45%**
- **Female – 55%**
- **49% of attendees come from Richmond and Surrey/White Rock communities**
- **40% of attendees are between the ages of 30 & 59**
- **On average attendees dine-out, get take-out or delivery 2.2 times per week**
- **Visitors average household income - \$75,000**
- **Visitors average expenditure on site in excess of \$30.00**
- **60% of attendees rated the event as excellent or very good**
- **Average visiting time spent at event over 6 hours**
- **Visitors came in average size groups of 3 persons**

65
YEARS

CLOVERDALE
RODEO & COUNTRY FAIR

MAY LONG WEEKEND

RODEO'S

FRIDAY
7:30PM

SATURDAY
2:00PM
7:30PM ^{ADP}

SUNDAY
2:00PM

MONDAY
FINALS
2:00PM

MAY
20-23
2011

CLOVERDALE
FAIR
GROUNDS



Photography by: Mike Copeman

TICKET INFORMATION AT:
WWW.CLOVERDALERODEO.COM

