

PROMOTIONAL OFFERINGS	
INCLUDED WITH VENUE RENTAL	
MARKETING	<ul style="list-style-type: none"> • Event Listing on our Fairplex Calendar of events. Website listings for events at Fairplex are created based on information provided, this includes image, event description, and links. • Inclusion in our weekly Fairplex Happenings eBlast about 3-4 weeks prior to your event, any special offers or promotions can be included to share with guests. • Display on our Gate 17 (Main Entrance on Fairlex Dr.) LED board five days prior to your event as well as day of directional. • Distribution of promotional materials at Fairplex Administrative Office Reception. • Assistance with advertising and media buying contacts. • Three-week lead time required to execute.
PUBLIC RELATIONS	<ul style="list-style-type: none"> • Distribution of promoter-created press release to local print media on appropriate date timed to event and inclusion in Fairplex’s online newsroom. • Inclusion in monthly calendar of events sent to local media.
SOCIAL MEDIA	<ul style="list-style-type: none"> • 6 permanent posts — ~2 posts per platform (Facebook, Instagram, Twitter or Threads) <ul style="list-style-type: none"> • Initial post — ~5-6 weeks out from event • Second post — ~1-2 weeks before event • Schedule subject to change depending on availability of assets & social media content calendar • Facebook Event Listing on Fairplex Account — ~5-6 weeks before event <ul style="list-style-type: none"> • Mirror of event listing on Fairplex.com (Same image and event description) • Will include a link back to the event listing on Fairplex.com • Facebook/Instagram Story post of event — ~5-6 weeks before event <ul style="list-style-type: none"> • Will include a link back to the event listing on Fairplex.com • Included under “Upcoming Events” Highlight on Fairplex profile

A LA CARTE OPTIONS		
MARKETING	\$750	<ul style="list-style-type: none"> 1 Dedicated Email blast to our database <ul style="list-style-type: none"> Two-week lead time required, based on availability.
	\$2,000	<ul style="list-style-type: none"> 1 Double sided Mini Billboard (Wash Location) ad <ul style="list-style-type: none"> Three-week lead time required for print and install, based on availability, and artwork must be provided by third party using template given by Fairplex. Fairplex to approve artwork before sending to print. Up for up to 4 weeks prior to the event
	\$200	<ul style="list-style-type: none"> Banner Placement at the wash <ul style="list-style-type: none"> Two-week lead time required for installation, based on availability, and artwork must be provided by third party using template given by Fairplex. Fairplex to approve artwork before sending to print. Sign to be removed immediately after the event ends if banner is not picked up after 7 business days Fairplex reserves the right to dispose of it. Up for one week prior to the event
PUBLIC RELATIONS	\$250	<ul style="list-style-type: none"> Create a press release for your event
	\$250	<ul style="list-style-type: none"> Pitch LA general media (print, TV and/or radio) for high-priority events
	\$150	<ul style="list-style-type: none"> Standard inclusion in Fairplex issued media alerts (sent out week of event when applicable)
SOCIAL MEDIA	\$200	<ul style="list-style-type: none"> Additional permanent post
	\$100	<ul style="list-style-type: none"> Additional Story post - only viewable for 24 hours
	\$300	<ul style="list-style-type: none"> Interactive ticket giveaway (number of tickets and winners varies per event)
	Cost to be determined between Fairplex and event promoter	<ul style="list-style-type: none"> Paid “Boosted” post
	Cost to be determined between Fairplex and event promoter	<ul style="list-style-type: none"> Paid “Boosted” event listing
	\$500	<ul style="list-style-type: none"> Individual paid ad out of Fairplex Meta account <ul style="list-style-type: none"> Requires consultation with Fairplex Social Media Specialist Must happen prior to 3 weeks before event Cost does not include Meta price of ad
EVENT SIGNAGE	\$65	<ul style="list-style-type: none"> Basic Package: <ul style="list-style-type: none"> 1 Welcome to “Event Name” Large A Frame- (one sided, sign insert only)
	\$30	<ul style="list-style-type: none"> 3 “Event Name” Entrance Velcro arrow Regular A Frame- (one sided, sign inserts only) — Velcro arrows \$10 Each
	\$30	<ul style="list-style-type: none"> 1 “Event Name” Ticket Purchase Here Velcro Regular A Frame (one sided, sign insert only) — Velcro arrows \$10 Each
	\$225 +TAX	<ul style="list-style-type: none"> Three-week lead time required for print and install, based on availability, and artwork must be provided by third party with template given by Fairplex

A La Carte options are an extra cost to client and subject to availability on a first come first served. Any signage or banners may only be placed on Fairplex grounds in permitted areas when approved by Event Management. The promoter agrees to provide assets in a timely manner no later than three weeks prior to their event. We reserve the right to utilize stock images if assets cannot be obtained by the deadline given.