

## 2014 NAI Region 9 Spring Workshop Session Narrative

Title: State Parks and County Fairs, an Unlikely Partnership

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### Abstract:

California State Parks is collaborating with County Fairs to spread the word about Park's 150th anniversary. We are doing this through Prize Packs, which consist of prizes with state parks' logo to be given as prizes in competitions connected to state parks. An example: a county fair is having a photo competition of images taken in CA State Parks and the prizes (from the Prize Pack) are ribbons with the 150th Anniversary logo, 150th Anniversary pin, patch, bookmark, and/or a State Park Day-Use pass. Fairs are excited about this opportunity so it is a win-win for all. Workshop participants can learn how this process works and how they can do the same in their area.

### Keywords:

State Parks, County Fairs, 150<sup>th</sup> anniversary, prize packs, competitions, prizes, ribbons.

### Introduction:

Our Director wanted a State Parks presence at every Fair in the state. Financially, that presence was not feasible. The 150th Anniversary Committee hatched the idea of Prize Packs so the Fairs are involved statewide (84 of them) and we do not need to be present to be highlighted. Fairs and State Parks have begun a partnership that is positive and mutually beneficial.

**Body:**

A slideshow will illustrate the positive effect of state park's partnership with Fairs. County Fairs can be a great partner through holding competitions and highlighting your organization through customized Prize Packs. The Prize Packs include your organization's logo on prizes, including ribbons. There will be examples of competitions and the fair's response to this effort.

**Conclusion:**

Participants will be asked how they may engage local partners for mutual public exposure and visitor service and form groups to strategize ways they could collaborate with Fairs for a positive collaboration. Mutual sharing afterwards and resources sharing.