

**Red River Valley Fair
MARKETING APPLICATION**

WHO CAN APPLY?

- Anyone 13 – 25 years of age can apply.

HOW DO WE SELECT OUR AMBASSADORS?

- We are looking for individuals that are active in the social marketing network– preferably Facebook. Consideration will be given to people who post regularly and have a high number of “friends”.
- After receiving all applications, we will select individuals that have a wide range of personal interests. It may be rare for us to select two people of the same age from the same school system.
- Our goal is to market to a wide range of ages, interests and location.

WHAT DO YOU WE HAVE TO DO?

- Each Ambassador must become a ‘friend’ of Jodi Arzt Buresh and a Fan of the Red River Valley Fair. We will need to monitor your activity.
- Each week, the Ambassadors will be sent an email through Facebook that tells them when we will post something they need to “share” or repost on their wall.
- It will be expected that the Ambassador will repost or share their information within 2 days of receiving the notice. Additional comments from the Ambassador are welcome.
- The marketing plan will begin May 1st and end July 15th.
- During the week of the Fair – July 10-15, 2012 --- the Ambassadors will need to plan to come to the Fair at least 3 times – while at the Fair, they will need to take photos, make posts etc. of their experience at the Fair.

PAYMENT:

- Each Ambassador will receive (1) Mega Pass for participation. The Mega Pass will be mailed to them the week of June 25, 2012. If the Ambassador has not fulfilled the weekly updates prior to this, they will not be eligible for the Mega Pass. The Mega Pass is good for all six days of gate admission, carnival rides and grandstand shows.

NAME: _____ CELL PHONE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ AGE: _____

SCHOOL: _____ GRADE: _____

ACTIVITIES/INTERESTS: _____

NUMBER OF FACEBOOK FRIENDS: _____ EMAIL: _____

If Under 18, Parent or Guardian Signature Required: _____

Parent or Guardian Printed Name and Email/Cell number: _____

Thank you for applying for this unique opportunity. We will be selecting applicants quickly.

Return application to:

Red River Valley Fair, PO Box 797, West Fargo, ND 58078

Or email to Jodi@redrivervalleyfair.com