

MINNESOTA STATE FAIR

2024 BLUE RIBBON BARGAIN BOOK APPLICATION

Deadline: Applications must be received by 4:30 p.m. Wednesday, March 20, 2024

(This is not a postmark deadline.)

- Fill out application entirely (front and back) by typing or printing clearly.
- You must offer a **minimum discount of 30% off** one of your primary products/services, and it must be for a **single item**, not a combo. (This requirement accommodates customers wishing to purchase only one item.)
- You may include an “OR” option, but this must be in addition to the single primary product/service offer of a minimum 30% discount.
- “Buy one, get one free” offers cannot be your primary offer; they must be the “OR” option in addition to the single primary product/service offer of a minimum 30% discount.
- Offers must be for products/services you are currently licensed to sell at the fair.
- Discounts must be valid all 12 days of the fair (Aug. 22-Sept. 2).
- If you intend to offer more than one promotion, the Blue Ribbon Bargain Book deal must be your best offer and different from any other offer or promotion approved by the fair (e.g., special day promotions such as Kids Day, Seniors Day and Military Appreciation Day in the Deals, Drawings and Giveaways Guide).
- Please note: The BRBB is your only opportunity to offer a coupon for products sold at your booth. Your vendor license prohibits any use of other paper, electronic or social media coupons/deals.

Complete items 1-8. A sample coupon is below for your reference.

The sample coupon is for 'TATER TOTS' and includes the following text:

TATER TOTS

\$ ___ off one regular-size serving of tater tots (Regularly \$ ___)

\$ ___ price with coupon

OR

Buy one regular-size serving of tater tots and get the second regular-size serving FREE

Hot taters!

TIM'S TATERS

.....

Located on Dan Patch Ave. & Underwood St.

Map on back • ONE DISCOUNT PER COUPON • May only be redeemed at the location(s) and for product(s) specified on coupon • Valid all 12 days of '24 fair

Callouts 1-8 point to: 1. Headline, 2. Bargain, 3. Regular price at the fair, 4. Price with coupon, 5. "OR" option (if applicable), 6. Short description, 7. Concession name, 8. Location (subject to change).

1. Headline: _____

2. Bargain: _____

3. Regular price at the fair: _____

4. Price with coupon (must reflect at least 30% off regular price): _____

5. “OR” option (if applicable): _____

Regular price of “OR” option: _____

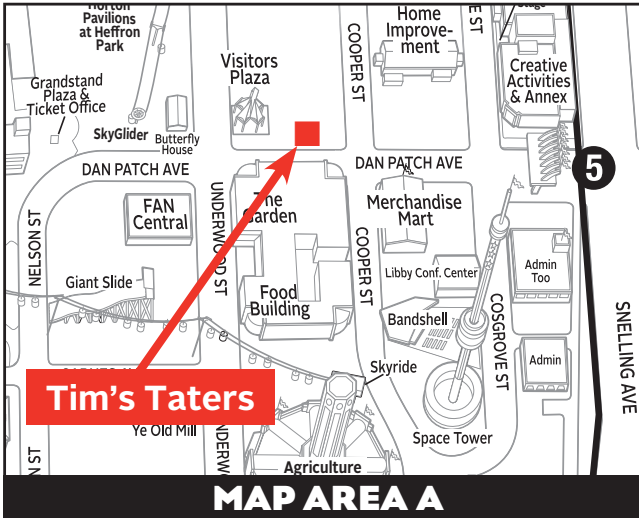
6. Short description of the discounted item(s): _____

(examples – “Choose from 16 flavors,” “Made fresh daily,” “Your choice of color,” “1/4-pound burger served with cheese”)

7. Concession name (as it appears on your signage): _____

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This is an example of how your location will appear on the back of the coupon

8. Describe the location of your concession:

*Concession locations are confirmed through the concessions & exhibits department and are subject to change. If your location is still being determined at the application deadline, you may write in "location to be determined."

My concession is located: _____

Examples of how to describe your location:

- Located on Dan Patch Ave. & Underwood St.
- Located inside Food Building, south wall
- Located on Underwood St. across from Agriculture Horticulture Building

Provide your contact information below:

Name: _____

Phone: _____

Email (required): _____

License #: _____

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To access this application, go to: mnstatefair.org/24_brbb_app/

(see instructions at this link)

Return your completed application in one of the following ways:

- Fill out your application electronically and email it as an attachment to: brbb@mnstatefair.org
- Print out and then scan both sides and email to: brbb@mnstatefair.org
- Print and mail to: **Minnesota State Fair, Marketing Dept., 1265 Snelling Ave. N., St. Paul, MN 55108-3003**

*** If you would like to drop off your application at the fairgrounds, please call ahead to 651-288-4321 to make sure the offices are open.

Questions? Contact Lara Hughes at brbb@mnstatefair.org or 651-288-4453