



2025 Contest Information & Deadlines Update 2 of 5

Reference Key:

WAF = Wisconsin Association of Fairs

WI FOTF = Wisconsin Fairest of the Fairs

WSF = Wisconsin State Fair

Each contestant will receive an email as of the dates listed below, it is your responsibility to contact the WAF office at info@wifairs.com or 715-536-0246 if you do not receive them. Each update will add new information to prepare for the contest. Please reference all five updates. They will also be posted on the WAF website, www.wifairs.com.

- Contest Information & Deadlines 1 of 5: Emailed October 15
- **Contest Information & Deadlines 2 of 5: Emailed November 1**
- Contest Information & Deadlines 3 of 5: Emailed December 1
- Contest Information & Deadlines 4 of 5: Emailed December 15
- Contest Information & Deadlines 5 of 5: Emailed December 27

Contest Deadline Reminders:

November 15	Banquet Registrations for Family at Early-Bird Rate
November 15	Early Hotel Arrival Reservations
November 15	Food Allergies Due
December 1	Fair Fact Due
December 20	Auction Description Form Completed
January 5, 2025	Arrival At Hotel, Completed Medical Form, Auction Items
January 5-8, 2025	WI FOTF Contest & WAF Convention, Chula Vista Resort, WI Dells

1. **Committee Contact** – You will be receiving a phone call, text, or an email from one of our WI FOTF Committee members by November 10 to follow up on the materials received and answer any questions you might have about the upcoming contest. They are here to help, so please ask any questions you have about the upcoming contest. All of the contact information for our committee members is listed below. In addition to the committee, you are welcome to visit with the WI FOTF about the contest, but please note she will not be able to provide specific questions asked at contest, only refer to the program and the events that take place at contest.
2. **Fair Fact:** You are required to submit a Fair Fact by December 1. This is a one sentence fact about your Fair for the WI FOTF to use at Meet the Contestants on Sunday of the contest. The Fair Fact may be something unique, special, fun, informational or interesting about your fair. Use the link below to submit your Fair Fact. You will receive an email confirmation when your form is received.

3. **Auction:**

Each contestant is required to bring items to be donated to Monday evening's auction. Proceeds go to defray costs of the WI FOTF Contest. Any additional proceeds will go toward the WAF general fund. WAF is a 501c3 corporation.

Your auction items can be anything from a basket of goodies from your area to Packer tickets, weekend getaways, homemade pies, a quilt, golf, etc. Your items are as unique as each fair is. You are allowed to have perishable items, but please avoid bringing frozen raw meat items.

Start looking for items early as you are required to provide a written description between 25 and 100 words by December 20. Please provide as much detail about your items as possible because bidders cannot always see all of the items during the auction. We have provided samples you can use as a guide. Committee members from the WI FOTF and WAF Auction Committees will be the only people allowed to help carry items during the auction. You will be accompanying your items through the crowd of bidders while it is being sold.

◆ Auction Items Arrival

Auction items should arrive with the contestant on Sunday between 10:30 a.m. and 11:15 a.m. It is your responsibility to get your vehicle unloaded. Once unloaded, we will have WAF Board and WI FOTF Committee members to help transfer your items to the correct location for the auction. This is not set up for presentation of your items but rather a place to store all items. If your auction items will not be able to arrive on Sunday, please contact Jayme Buttke, info@wifairs.com by January 3, 2025, so other arrangements can be made.

◆ Perishable Auction Items

If you have perishable items, please keep them separate so the committee can refrigerate these items for you. Please use clear zip lock bags with your contestant # and name on each package that we need to store in the refrigerator. Avoid bringing frozen raw meat items.

◆ Auction Item Description

You are required to submit a description of your auction item by December 20. You will need to visit our website, www.wifairs.com, and select the "Auction Item Description Form" under the Fairest of the Fairs tab. Once you have completed the form, press submit and the information will be emailed directly to the WAF office. You will receive a confirmation email once successfully submitted.

1. Your written description should be between 25 and 100 words. Provide as much detail about your items as possible. This will be printed in the Auction Booklet and not read at the auction.
2. A copy of the 2020 Fairest of the Fairs Auction Booklet along with photos are available at www.wifairs.com. Please use these previous auction items as reference.
3. If your auction item has date specific items, you will need to reference them in your auction description. For example:
 - Enjoy a two-night resort stay at Stone Harbor Resort (valid until 12/31/2025).
 - Catch up on your Packers players, because you have four tickets to next year's season opening home game on 9/9/25.

- Catch up on your Packers players, because you have four tickets to Packer game at Lambeau Field. Game date to be determined by the ticket holder.
- ◆ Auction Item Highlight

At orientation you will be asked to provide a list of three items to highlight for the sale. This will assist the auctioneer.
- ◆ Auction Item Setup

Contestants only will have time prior to the auction to organize their auction items, approximately 15 minutes. We will provide an 18” deep by 4’ wide space to display your auction items. A table will be provided but if your item is too large to display on the table, we will remove the table. Please note your auction item needs to fit in a standard elevator. However you display your auction items, they need to be moveable for the sale and transition to the buyer. Example, if you bring six jars of jelly, you can display them separately but you need to be able to pack them and present to the buyer (not in a grocery bag/cardboard box, like it was an afterthought).
- ◆ Auction Reception

You are expected to interact with the convention attendees, and your interaction will be observed by the judges. You will greet convention attendees at your table and have the opportunity to inform them about your auction items. Since the auction does take a few hours, contestants are encouraged to wear flat shoes during this part of the contest.
- ◆ Auction Item Announcement

For the formal auction, you will introduce yourself and your auction items for attendees to bid on. Each contestant will have 60 seconds to promote their auction item to the WAF Convention Attendees. The amount your auction item sells for has no impact on the judging of the WI FOTF Contest. For the formal auction, you will introduce yourself and your auction items for attendees to bid on.
- ◆ Auction Block

After your auction announcement, you will need to be able to carry some part of your auction item(s) and walk throughout the aisles showing your item(s).

We are looking forward to an exciting 2025 WI FOTF Contest. See you Sunday!

WI FOTF COMMITTEE:

JAYME BUTTKE, WAF EXECUTIVE DIRECTOR	608-338-6228	INFO@WIFAIRS.COM
TONYA DVORAK, WI FOTF COMMITTEE CHAIR	920-901-6089	TONYA@THEACTIONREALTY.COM
TESS KERKSEN, WSF PR DIRECTOR	414-266-7050	TESS.KERKSEN@WISTATEFAIR.COM
KELSEY HENDERSON, 2024 WI FOTF	414-852-3247	FAIREST@WISTATEFAIR.COM
DEBRA GOTLIBSON	715-505-2580	DEBRA.GOT@GMAIL.COM
JESSICA KLUMPP	906-282-9153	JESSICA_MARIE_KLUMPP@HOTMAIL.COM
JILL MAKOVEC	608-848-2770	JILLMAKOVEC@UWALUMNI.COM
BETH POMIJE	414-232-3012	BETH.POMIJE@WISTATEFAIR.COM
JUDY SOKOLOWSKI	262-215-7455	EJSOKO@GMAIL.COM
RUSTY VOLK	715-577-3725	RVOLK@NWSFA.COM
GAIL ZASTROW	920-650-7116	GAILZASTROW@HOTMAIL.COM