



CWSF Fairest of the Fair Program

2024 Program Rules & Requirements

JOB DESCRIPTION

The Fairest of the Fair is the official representatives of the Central Wisconsin State Fair. During their year-long reign they promote the Fair and other Fairgrounds events & activities throughout Wood County and beyond, including area parades, festivals, community events, radio interviews, public appearances, at meetings, during each day of the Central Wisconsin State Fair, and much more. The Fairest will serve for an entire year with terms starting on coronation night and ending on the following year's coronation night.

The 2024 CWSF Fairest of the Fair will also attend and compete at the State level at the Wisconsin Association of Fairs (WAF) Convention in early January and will compete for the title of the "Fairest of the Fairs". If qualified, the contestant will become a full-time summer employee of the Public Relations Department of the Wisconsin State Fair, including becoming an official spokesperson for the Wisconsin State Fair. The term is for one year, beginning at the finals banquet of the WAF Annual Convention in early January through the following year's convention.

- Fairest of the Fair: The Fairest of the Fair is awarded a \$1,000 stipend which is given at the end of a successful reign. The Fairest is also given a \$200.00 stipend for clothing at the beginning of their reign. Upon Coronation, the Fairest will receive a crown and sash. A CWSF polo shirt, jacket and season Fair pass will be provided.

ELIGIBILITY

The crowned Fairest of the Fair (FOTF) may only serve one year as the CWSF FOTF, however, all runner-ups and Attendants may run as many times as they wish.

1. Contestants must be a Wisconsin resident for at least one year prior to entry.
2. Contestants must be at least 18 years of age by January 1st, 2023.
3. Contestants must hold a valid driver's license with a good driving record, and have reliable transportation to events.
4. Contestants must be a resident of Wood County, or must have done a majority of their Fair or school activities in Wood County.
5. Contestants do not have to be in a Wood County club or organization to enter.
6. Contestants should have no history of felony acts.

The crowned Fairest of the Fair may only serve one year as the Central Wisconsin State Fair – Fairest of the Fair, however, all runner-ups may run as many times as they wish.

SELECTION GUIDELINES

The Fairest of the Fair Coronation is held in March. Prior to the coronation there are a series of interviews, impromptu questions, a self-written radio ad, and a self-introduction, as well as an application process.

A panel of judges will be selected by the FOTF Committee and CWSF office, whom will be actively

involved with this process. The crowned Fairest will be awarded stipend at the end of a successful reign. A panel of judges will select the winner based on the following criteria:

- Personality, Poise, and Attitude
- Maturity and Professionalism
- Involvement and Activities
- Creativity
- Speaking and Writing Ability

REQUIREMENTS

Contestants should be poised, mature, outgoing, articulate, sensitive to all types of people, and be able to withstand long hours of work while maintaining a positive and enthusiastic attitude. Contestants should also have excellent writing, public speaking, computer, and telephone skills. Contestants should be able to adapt to any situation, as well as be dependable and professional in the performance of their duties. As the crowned Fairest, you will be required to work with the FOTF Committee to schedule appearances. The FOTF should meet and maintain a good working relationship with the CWSF Executive Director and other Fair office staff.

Contestants must attend all stages of the judging process which can be found in this packet and on the CWSF website. The crowned Fairest will be required to attend the events listed in this packet. Other events may be added by the Fairest of the Fair Committee at any time. We ask that you make a good effort to attend these suggested events as an ambassador of the CWSF. The crowned Fairest is encouraged to represent the CWSF and Wood County at surrounding community events, but must coordinate these events with the FOTF Committee in advance. The crowned Fairest should assist with keeping the FOTF Facebook page up to date by posting pictures of the events, festivals, or other community involvement activities they are participating in. All posts should remain FOTF Program appropriate. As the official hosts, the crowned Fairest will greet fair-goers, emcee and participate in events/contests, and perform media interviews, etc. During the Spring FOTF Coronation at the end of their term, the crowned Fairest will prepare and give a farewell speech during the banquet.

If a contestant is named as Central Wisconsin State Fair's Fairest of the Fair and for any reason cannot fulfill the duties of this position, as outlined in the Program Handbook, for the entire term, they will forfeit all cash prizes and any other prizes that have been awarded with the position. All of these awards will be returned to the CWSF office within two weeks (14 days) of termination of this position. At this point, the runner-up may become eligible to serve as the CWSF's Fairest of the Fair.

JUDGING

Contestants must attend all stages of the judging process:

1. Meet the contestants meeting: Saturday, March 9th, 2024 at 10:30 AM in the Fair office. (*not judged but attendance is required*).
2. One-on-one Judging and Workshop: Saturday, March 17th, 2024 at 10:30 PM.
3. Fairest Pancake Breakfast: Sunday, March 24th, 2024 from 7:30 AM – 11:30 AM at the American Legion Post 54 in Marshfield.
4. 2024 Fairest Coronation: Saturday, March 24th, 2024, 1:00 PM location to be determined.

REQUIRED EVENTS

The Fairest will be required to attend the following events (tasks may be assigned at each event):

- Fairest Committee Meetings: Once a month except in August. Dates/times TBD.
- Mayor's Breakfast:— Friday May 31, 2024 5:30am -9:30am
- Marshfield Dairy fest Parade: June 1st, 10:00am (starts at 11am)
- Marshfield FFA Alumni Dairy Breakfast: Date TBA

- Pittsville FFA Alumni Dairy Breakfast: Date TBA
- Wisconsin Rapids Cranberry Blossom Festival Parade: Date Sunday June 23, noon-1:30
- Auburndale FFA Dairy Breakfast: Date TBA
- Pittsville 4th of July Parade: Date TBA
- Hub City Days: TBD
- **Central Wisconsin State Fair: Tuesday, August 20th – 25th, 2024 (every day).**
- Maple Fall Fest: TBD.
- Rotary Winter Wonderland: Date TBD
- ***Fairest Only * - Wisconsin Association of Fairs Annual Convention - Fairest of the Fairs Competition in Wisconsin Dells: Sunday, January 5th – Wednesday, January 8th, 2025.**
- 2025 CWSF Fairest Breakfast Fundraiser & Coronation: Sunday, in March (TBD), 2025 from 7:30 – 2:30 PM at the American Legion Post 54.

More events may be add or removed at a later date. The Fairest will be notified of any event changes at least one week prior to the event dates.

DEADLINE

Only applications completed in their entirety by the deadline will be considered for the competition. Contestant applications, a 5x7 printed colored photo, and personal self-biography must be postmarked and returned to the Fair Office no later than 4:00 PM on February 27th, 2024.

Please mail all required paperwork to:

Central Wisconsin State Fair
Attn: FOTF Program
513 E. 17th Street
Marshfield, WI 54449

Questions?

Email: eventmanager.cwsf@gmail.com