



JOB DESCRIPTION

The Fairest of the Fair serves as the official ambassador for the Jefferson County Fair, promoting its educational, agricultural, social, and cultural opportunities. Throughout their one-year term, they represent the Fair and related events across Jefferson County and beyond, participating in parades, festivals, community gatherings, radio interviews, and various activities during the Fair. The term begins on coronation night and concludes at the following year's coronation.

The 2025 Jefferson County Fairest will also attend and compete at the State level during the Wisconsin Association of Fairs (WAF) Convention in early January 2026, vying for the title of "Fairest of the Fairs." If qualified, the contestant serves as an official spokesperson for the State Fair for one year.

Compensation and Prizes:

- The Fairest of the Fair receives a scholarship at the end of a successful reign.
- Upon coronation, the Fairest will receive a tiara and sash, along with a Jefferson County Fair shirt, and one season Fair pass.

ELIGIBILITY

To participate, contestants must meet the following criteria:

1. Must be a Wisconsin resident for at least one year prior to entry.
2. Must be at least 18 years old by January 1, 2025.
3. Must possess a valid driver's license with a good driving record and reliable transportation.
4. Must be a resident of Jefferson County or have participated in a majority of their Fair or school activities in Jefferson County.
5. Membership of a Jefferson County club or organization is not required.
6. No history of felony convictions.

Note: The crowned Fairest of the Fair may serve for only one year, while all runners-up and ambassadors can compete multiple times.

SELECTION GUIDELINES

The Coronation Ceremony will take place on **Sunday January 26th, 2025 at 2 pm**. Prior to the coronation, contestants will undergo a series of interviews, answer impromptu questions, present a self-written social media ad, and deliver a self-introduction.

A panel of judges, selected by the Fairest Committee and the Fair office, will evaluate contestants based on the following criteria:

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

REQUIREMENTS

Contestants should possess the following qualities:

- Poise, maturity, and an outgoing demeanor
- Articulate communication and sensitivity towards diverse audiences
- Ability to work long hours while maintaining a positive attitude
- Strong writing, public speaking, and computer skills
- Dependability and professionalism in all duties

The crowned Fairest will coordinate with the Fairest Committee to schedule appearances and maintain a good working relationship with the Fair Park Director and staff. Participation in community events is encouraged, with prior coordination required.

If the crowned Fairest cannot fulfill their duties, they must return all prizes to the Fair office, allowing the runner-up to step in.

DAY ONE: ORIENTATION AND JUDGING

January 10th, 2025 beginning at 3 pm:

1. Self-Introduction - approximately 30-60 seconds

- Contestants come prepared with an introduction. This should be memorized.

2. Social Media Ad – (10 minutes to create, each ad will be about 30 seconds)

- Each contestant will write a 30 second social media ad inviting viewers to the 2025 Jefferson County Fair. This does not need to be memorized.

3. Individual Interview (15 minutes each)

- The individual interview is a 15-minute interview with a panel of 3 judges. This will be similar to a job interview. We will provide you with possible questions, but you may choose other questions to ask as well.

4. Workshop (30 minutes)

- Two former Fairest of the Fair's will present content on professional development, both related and unrelated to the program.

5. Group Interview (30 minutes)

- The group interview will involve the judges, the contestant and the Fairest of the previous year. The judges will choose the topic for the group interview. This should be similar to a discussion. The judges will give you a list of ideas of topics or may choose a different topic related to the Fair.

DAY TWO: JUDGING AND CORONATION

January 26th, 2025 beginning at 2 pm:

All of the following judging components will be on stage

1. Self-Introduction

- Contestants will present their self-introduction on stage.

2. Social Media Ads are Played

3. Judge Introductions

- An emcee will introduce all judges

4. Two Final Questions (on stage)

- Contestants are asked two final questions on stage. Questions will typically relate to the following topics: Jefferson County Fair, the Wisconsin Fair industry, Jefferson County, and Fairest of the Fair position.

5. Former Fairest's are Introduced

6. 2024 Fairest Farewell Speech

7. Naming of the Fairest of the Fair 2025

Schedule of judging events will be communicated after applications are received

REQUIRED EVENTS

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

- **Jefferson County Fair:** July 9–13, 2025 (daily participation).
- **Wisconsin Association of Fairs Annual Convention:** January 2026, in Wisconsin Dells.
- **Information Board:** Fairest 2025 must complete an information board to be on display in the Fair Park Lobby

DEADLINE

Completed applications must be submitted by **December 20th, 2025**. All materials can be emailed to fairest@jeffersoncountywi.gov, dropped off at the Fair Office at 503 N. Jackson Ave, or postmarked by the deadline.

If you have any questions, contact the Fair Office: fairest@jeffersoncountywi.gov or (920) 674-7148