Manatee County Fair
Media Day
January 14, 2027

What you need to know

Time: January 14, 2027, 1:00 pm

Place: Manatee County Fairgrounds, Palmetto FL, Main Stage

Drop Off:
Equipment, students, and chaperones can be dropped off at Gate 2 on 17th Street W. This is across from the Palmetto HS baseball field. The main stage and registration area is a short walk straight in from this gate. Someone will be there to direct you.

Parking:
After dropping off equipment and passengers you can go to the parking lot at Palmetto Church of Christ which is on 14th Ave. W., just around the corner and west of the fairgrounds. Put your Parking Pass that you received in the Press Packet where it can be seen. There will be a golf cart coming to pick you up, or you can walk back to gate 2 to enter the Fairgrounds.

<u>What do you need to do now?</u>

Group Registration
Please try to send this in as soon as you can complete it. The original due date was **December 1st.** This time has been extended as some schools did not receive their original paperwork when expected.
You need to fill out the form (attached) that lists all your students and teachers or chaperones by name. We need these to fill out your "Press Passes" We also need to know how many press teams you are bringing
Liability Waiver-The Liability Waiver is attached. Each Student and Adult must fill this out to participate. Bring them with you on Media Day**. This is important,** as your student may not be able to participate in the day if they do not have this "permission slip" signed by their parent or guardian.

Press Packet
The information that you need is on the ManateeCountyFair.com website. Start with going to "Fair Information" and then "Arts & Crafts. This is important information and forms. Beyond that… There is history, the mission statement and information about everything that will take place at the Fairgrounds. Please note that the website is not complete yet as we are still several months out from the Fair and information about

such things as Entertainment and the Livestock schedule will be posted as they are available. This is a good time to start organizing what you want to cover when you are at the Fair.
Your students need to develop one or more submissions of their required "Promo" for your school to tell your students about their upcoming visit to the Manatee County Fair. This needs to be broadcast at your school before the fair opens. We will be showing off this work in the Chaires Building (Arts & Crafts) when the Fair opens on January 14th. You can put your promo(s) on a thumb drive and bring it with you on the 14th. Please turn it in when you sign in your students. They will be played on a loop in the Chaires Building.
While you are developing your promo video it would be a good idea to start thinking about what you hope to do while you are at the Fairgrounds on opening day.
Some examples might be:

- Interview some of the entertainment…they have a lot to tell and show you. They won't all be available, but you might find a magician, a pirate, a clown, a roving dinosaur, a cowboy, or wrestlers.
- Fair Queens will be there…you may know some of them or they might be from your school
- The 4-H & FFA Steer Show is that night. They will all be at the Mosaic Arena getting ready
- The Rabbit Show is at the Cook Arena on opening day.
- You may be able to interview Fair Directors, Local Mayors, our Manatee County Distinguished Citizen
- Visit the Chaires Building to see the Crafts, Photography, Fine Art and Legos competitions
- Check out all the food booths, some of the vendors may want to be interviewed.
- The Midway will be preparing to open to the public at 5pm
- Be sure to attend the ribbon cutting at 4:30….Gate 3
- The Glassblowers hope to be set up and working when you are there.
- An idea…. Is there someone in your group that will be entering something in the Arts & Crafts Department? Check the rulebook for what you need to do. You could come with them on Receiving Day for them to submit their entry and follow the process through their experience of coming to the Fair and finding out if they won a ribbon.

What will you be doing on Opening Day, January 15th

1:00 – 2:00 Register your school, have your group picture taken and get your equipment ready. Please make sure that all of your equipment and cases are clearly marked with your school's name. We will provide storage space during your time on the grounds.
2:00– 2:30 Press Conference and Information for the day. The Fair Manager, Danny Alfonso, will be the main Speaker. He requests that you fill in the section on your Group Registration Form with any questions that you would like to ask him. This is Opening Day and he will be extremely busy. This will help him be better prepared to answer your questions and perhaps bring someone else with him that could answer your questions with greater knowledge…so much is going on at the last minute.
2:30 – 5:00 Do your best work! You will receive information on where and who you can film and interview. A map will be included. There is so much going on. Entertainers getting ready, Fair Food, Livestock-The Steer and Rabbit shows will be on Thursday night. The midway is being inspected and getting ready to open at 5. There is a Dairy exhibition. The Arts & Crafts Department is full of displays and photo-ops. There is a large Lego Competition in the building. At 5:00 pm the gates are officially opening with a Ribbon Cutting…. plan on being there. One student from each school will be given a pass to film in the Press Area so they can get a really clear shot. The Media Day program is officially over at 5:00. However, after 5:00, your school is invited to stay as long as you would like. You might have your families join you. It is a free admission night. Note: Parking is not included for any additional vehicles.

If anyone from your school is involved in the Fair, you may want to set a time to interview them on the grounds. The Manatee County Fair has one of the largest livestock programs in the state.(4H, FFA) They may be involved in other programs. It might be horticulture, Fine Arts, Crafts, photography, or Culinary Arts.

The Competition: See the instruction page on SUBMISSIONS You are invited to enter your best work. All pieces must be ready to be aired in your school's broadcasts. Many schools enter other competitions and go to conventions. Keep that in mind when you prepare your work. Most of the schools will have multiple teams out on the Fairgrounds, so we want to see everyone's work. One team might concentrate on Fair Food or entertainment and another on the livestock or crafts program. We want to see the best of what you can do Please note that there is a new category under submissions. Non-Cash-Awards will be given in the **Individual Submissions** Category.

More Information will be coming your way as we have more specific information. Be sure to check the Fair website regularly to see if additional material has been added or updated.