



## PROFESSIONAL DEVELOPMENT | NETWORKING | PUBLIC RELATIONS

### **Thank you for your interest in becoming the next Northern Wisconsin State Fair Fairest of the Fair**

The Northern Wisconsin State Fair Fairest of the Fair and Fairest Attendant serve as ambassadors representing the Northern Wisconsin State Fair in a variety of educational and promotional opportunities.

Working closely with the NWSF Fairest of the Fair committee and NWSF Staff, the Fairest and Attendant will be professionally supported to ensure confidence and poise with each interaction.

Opportunities for interviews include television, radio, and newspaper interviews; area parades and a variety of in-person conversations. Fairest of the Fair and Fairest Attendant will work alongside the NWSF Marketing Team as well.

As the Northern Wisconsin State Fair Fairest of the Fair, you will:

- Work in coordination with Fairest Attendant
- Attend monthly Fairest Committee meetings
- Post to Facebook and Instagram weekly (May through July 16)
- Attend (and speak) at five (5) events (not including the NWSF) throughout the year
  - Reach out ahead of time to event coordinators to let them know you'd like to attend and/or register for the event
  - Prepare introductions and small speeches if it is warranted at the event
  - Network with attendees
- Work with the marketing team at the Northern Wisconsin State Fair before and during the Fair
  - Attend all 5 days of the Northern Wisconsin State Fair
  - Invite royalty and be host/hostess at the Cookies and Crown event
- Attend the State Fairest of Fairs reunion at the Wisconsin State Fair in August
- Participate in the Pure Water Days and Christmas Parade
- Compete in the Wisconsin Association of Fairs State Fairest of Fairs Competition in January
  - Before competing, an application and auction basket representing the Chippewa Valley must be created
- Be expected to dress in professional attire as well as act professionally and respectfully in all interactions
- Grow professionally through a series of new challenges adaptive circumstances
- Be supported by the Fairest Committee in multiple ways

An example of Event Week in the Life of the Northern Wisconsin State Fair Fairest of the Fair:

**Monday:**

Reach out to event coordinator to let them know you'd like to attend their event  
Ensure a chaperone for weekend event

**Tuesday:**

Make a social media post to get the community excited for the Northern Wisconsin State Fair  
Attend a Fairest Committee meeting

**Wednesday:**

Connect with the Fairest Attendant to see what support they need  
Email the NWSF marketing team to ensure that you are working alongside them

**Thursday:**

Ensure you have an appropriate outfit for weekend event

**Friday:**

Visit one business to see if they will donate to your State Fairest of Fairs auction basket

**Saturday/Sunday:**

Attend community event to promote and advertise the Northern Wisconsin State Fair!

As the Northern Wisconsin State Fair Fairest Attendant, you will:

- Work in coordination with Fairest
- Attend monthly Fairest Committee meetings
- Post to Facebook and Instagram weekly (May through July 16)
- Attend (and speak) at three (3) events (not including the NWSF) throughout the year
  - Reach out ahead of time to event coordinators to let them know you'd like to attend and/or register for the event
- Work with the marketing team at the Northern Wisconsin State Fair before and during the Fair
  - Attend all 5 days of the Northern Wisconsin State Fair
  - Invite royalty and be host/hostess at the Cookies and Crown event
- Participate in the Pure Water Days and Christmas Parade
- Be expected to take control and responsibility for your actions
- Grow through a series of new challenges and adaptive circumstances
- Be supported by the Fairest Committee in multiple ways

The Fairest and Fairest Attendant term is one year, January 1, 2023, through the 2024 Wisconsin Association of Fairs - Fairest competition.

Compensation to the Fairest and Fairest Attendant is a \$1,000 and \$500 respectively continuing education scholarship from the Northern Wisconsin State Fair Association, Inc. To receive this scholarship, you must complete a semester of college level school and present your passing grade report for the first semester and proof of enrollment for the following semester. Upon completion and provided to the Fair office, a check will be issued to you and the school you are attending. This continuing educational scholarship may be postponed for 2 years with approval by the Northern Wisconsin State Fair Association.

1. Contestants are required to attend the coronation ceremony, December 4<sup>th</sup> at The View on Lake Wissota (17779 Co Hwy X, Chippewa Falls, WI 54729), business professional attire required. Fairest Orientation and Christmas parade, December 3<sup>rd</sup>.
2. The Contest is open to individuals who have been a resident of the State of Wisconsin for at least one year prior to entry.
3. Contestant must be 18 years of age as of January 1<sup>st</sup>, 2024.
4. Contestant must have a valid Wisconsin driver's license with a good driving record.
5. Contestant may not have been convicted of a felony.
6. A contestant must reside in Chippewa County; or a nearby county that does not offer a County-lead Fairest of the Fair program.
7. The time, manner and method of judging will be decided by the Northern Wisconsin State Fair Fairest of the Fair Committee. The decision of the judges is final.
8. There will be preliminary evaluation of applications by the Northern Wisconsin State Fair Fairest of the Fair Committee. Those that advance from the preliminary will be notified.
9. Contestants will be asked to present the following prepared items at the Fairest of the Fair competition.
  - A. Memorized 30-second self-introduction
  - B. Prepared 30-second radio advertisement promoting the Northern Wisconsin State Fair. This ad should be spoken and not sung.
10. Contestants will be asked to complete a faux Facebook post including a photo during the Fairest of the Fair competition capturing the event.
11. Should the winner not be able to fulfill his/her obligations, the Fairest Attendant will assume the duties of the Northern Wisconsin State Fair Fairest of the Fair.
12. If you are not selected as the Northern Wisconsin *Fairest of the Fair*, you will be allowed to run again. A contestant may run up to two times (does not have to be consecutive).

To apply, submit a resume and cover letter including your contact information. Within the cover letter, you are asked to answer the following questions:

- **Why do you desire to become the next Northern Wisconsin State Fairest of the Fair?**
- **What strengths/skill set do you bring to the Fairest of the Fair role?**
- **What are your career goals?**
- **How have you been involved with the Northern Wisconsin State Fair?**

You may mail or drop your credentials off, to the Northern Wisconsin State Fair's Office located at 225 Edward Street, Chippewa Falls, or e-mail them to Emily Maier, at [ems.m.maier@gmail.com](mailto:ems.m.maier@gmail.com) no later than **Friday, November 14<sup>th</sup>, 2022**.

If you have any questions, please contact the Fair office at (715) 723-2861 or Fairest Chair, Emily Maier, at [ems.m.maier@gmail.com](mailto:ems.m.maier@gmail.com).