



2025 Contest Information & Deadlines Update 3 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:

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. **Contest Schedule:** A complete schedule for the WI FOTF Contestants is attached. Note your arrival on Sunday is between 10:30-11:15 a.m. The schedule is only available via this email and will not be posted on the website.
2. **Public Speaking to Prepare For:** Although most aspects of the contest are closed to the public, there are numerous times that you will be asked to address the WAF convention attendees. Convention attendees can attend the events listed below. You need to prepare for these events prior to your arrival at convention.
 - ◆ **Meet the Contestants** (Sunday afternoon) Each contestant will give a self-introduction and answer an impromptu question.
 1. Memorized 30-second Self-introduction: This is about you. Ideas you may want to include: who you are, where you're from, what you're doing now, your plans for the future, activities, hobbies, or anything else you want to share with the audience. Since all of you are competing for "WI FOTF" it is not necessary to include FOTF in your introductions. You could simply state your name, fair and then the rest of your introduction. This will be timed.
 2. Impromptu Question: Each contestant will answer the same question. Contestants will be in a waiting area in another room and will not hear any other contestant's answers.

- ◆ Auction (Monday evening) Each contestant will socialize with convention attendees and sell their auction items.
 1. Auction Social: You will greet and socialize with convention attendees at your table with your auction items. You are encouraged to speak with attendees and share what you are selling.
 2. Auction Announcement: For the formal auction, you will introduce yourself and give your auction announcement. Each contestant will have 60 seconds to promote their auction items, which will be timed and shared with the judges. The amount your auction items sell for has no impact on the judging of the WI FOTF Contest.

- ◆ Preliminaries (Tuesday afternoon) You will present a 30-second Radio Advertisement and answer an impromptu question.
 1. 30 Second Local Fair Radio Advertisement: Each contestant will be given 30 seconds to promote their local fair. This will be timed and shared with the judges. Reading is allowed as you will be behind a curtain since people cannot see you when on the radio. No singing is allowed. This is timed. A paid radio advertisement creates awareness (branding campaign) of the client for listeners OR entices listeners to do something (buy something, attend an event, etc.) online or in-person (action campaign)

Tips from the Brownfield Ag News Creative Department:

 - Win the heart and the mind will follow.
 - People do things with emotion and justify with logic (ever had buyer's remorse?)
 - Facts tell, stories sell.
 - Don't let a joke get in the way of selling whatever it is you're wanting people to buy.
 - Do not try to sound like a radio commercial - Be unique, you're trying to break through the clutter!
 - People are bombarded with 1000's of advertisements a day, find the differentiating idea that sets them apart from their competitors.
 - Start with the goal in mind.
 - Stay away from clichés!
 2. Impromptu Question – Following your radio advertisement, each contestant will pick a card at random and be asked an impromptu question.

- ◆ Finals (Wednesday evening) All contestants will be on stage to give their self-introduction. Dinner to follow. After dinner all contestants return to stage to announce the top ten semi-finalists. There is seating to the side of the stage for the contestants while WAF awards are presented. The top five finalists are selected. All of the contestants will be on stage for the WI FOTF announcement.
 1. Memorized 30-second Self-introduction: This is about you. Ideas you may want to include: who you are, where you're from, what you're doing now, your plans for the future, activities, hobbies, or anything else you want to share with the audience. Since all of you are competing for "WI FOTF" it is not necessary to include FOTF in your introductions. You could simply state your name, fair and then the rest of your introduction. This will be timed. This introduction may be the same as Monday or different, it is your choice.
 2. Semi-Finalists Question (Top 10): Each contestant will be asked the same question with a different talking point.
 3. Finals Question (Top 5): Each contestant will be asked the same question while the other Top

5 Finalists are in not in the room.

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

WI FOTF COMMITTEE:

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