

2021 Wisconsin Association of Fairs Photo & Media Contest



Photo Entry Categories:

1. Special Event or Area at the Fair photo
2. View at the Fair photo
3. Evening at the Fair photo
4. People at the Fair photo (no animals)
5. Kids at the Fair photo (no animals)
6. Animals at the Fair photo (no people)
7. Animals and Kids at the Fair

Media Entry Categories:

1. Fair Poster
2. Fair Brochure
3. Fair Newspaper Ad (single ad, NOT a flyer)
4. Promotional or Advertising Item (one item) i.e.; billboards, placemats, pre-event ribbons/activities, yard signs, freebies, t-shirts, hats, etc.
5. What's New This Year? Promote something that was new at your fair this year. Please provide a 5x7 photo with a description in 75 words or less. It might not be new to the entire fair industry, but if it's new to your fair, promote it. The entry will be judged on the event, not the picture.
6. Scrapbook – Scrapbooks are divided into two different categories traditional and digital. Fairs are welcome to enter in both categories.
 - a. Traditional
 - b. Digital

(Media entries will be separated into two size categories so fairs will compete against fairs of similar size and budgets. The size categories were realigned in 2013.)

Rules:

1. Only one entry per category is allowed (other than the scrapbook). Please discuss with your fellow fair members about who will be submitting the photos to avoid duplicate entries.
2. Entrant must be affiliated with a Wisconsin county, district or state fair as a board member, officer or manager for all entries. Associate members with the Wisconsin Association of Fairs are eligible to enter in the photo categories only.
3. Photo or media entry must be from current fair year.
4. Photo must be 5x7 in size or they will be disqualified. Please no borders or mounting the photos to card stock.
5. Photo or media piece may be color or black and white.
6. Media entry must not be mounted. No specified size for media entries.
7. **All entries must be labeled or they will be disqualified.** Please put a label on the back of your entry that includes the category, entrants name and the name of the fair or Associate member business. Entries entered in the wrong category will be disqualified by the committee.
8. All entries, except the scrapbook, must be **postmarked by November 1, 2021.** Scrapbooks should be brought to contest room by noon Monday and must be picked up at the Registration desk by 5 PM Wednesday.
9. Entries will be judged by People's Choice balloting at the Wisconsin Association of Fairs convention in January with the winners announced at the business meeting on Wednesday. In addition, we will have a judge from the media industry critique the entries and select two overall winners, one in the large and small categories.
10. Photo entries are non-returnable and become the property of the Wisconsin Association of Fairs and may be used in future promotional materials. Scrapbooks and promotional items may be picked up if wanted. Winners will receive a ribbon and recognition at the business meeting and spring newsletter.
11. **Entries (except scrapbook) must be sent to:** Wisconsin Association of Fairs, 5320 County Road F, Merrill, WI 54452.