2026 Wisconsin Association of Fairs Photo & Media Contest

Photo Entry Categories:

1. Favorite Fair Moment
2. View/Evening at the Fair photo
3. Beautification 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 and a separate page with a description in 75 words or less. WAF Office will do the layout for convention display. 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 can be submitted traditionally or as a photo book but will be judged in the same category.

(Media entries will be separated into three size categories so fairs will compete against fairs of similar size and budgets. The size categories were realigned in 2024.)

Rules:

1. Only one entry per category is allowed. No duplicate entries. Please discuss with your fellow fair members about who will be submitting the 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. Photos must print to the edges as be a 5x7 in size.
5. Photo or media piece may be color or black and white.
6. Optional: If you already have your photos selected, consider emailing them to WAF at info@wifairs.com. This will help if your photo is used in the future for any promotions.
7. Media entry must not be mounted. No specified size for media entries.
8. **All entries must be labeled or they will be disqualified**. 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.
9. All entries, except the scrapbook, must be **postmarked by November 1, 2026.** Scrapbooks should be brought to contest room by noon Monday and must be picked up at the Registration desk by 5 PM Wednesday.
10. 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. At the convention, all fairs will receive only 3 ballots for their fair to judge all of the entries. Then each convention attendee will receive 1 ticket to vote for their overall favorite item in which they can vote for anything.
11. 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.
12. **Entries (except scrapbook) must be sent to:** Wisconsin Association of Fairs, 5320 County Road L, Merrill, WI 54452 or can be brought to the fall district meetings to avoid shipping costs.