

# WSFA 2023 CONTESTS

## RETURNING THIS YEAR -

### BEST MARKETING CAMPAIGN

#### Rules:

- Include up to 12 documents/items/photos with descriptions for each submission.
- Good News! The essay requirement has gone away but we do want captions or descriptions with the supporting documents. This is where you get to really *Tell Your Fair Story*.
- Item samples to include:
  - Overall social media campaign
  - Print advertising
  - Tickets
  - Maps
  - Press Releases
  - Unique use of media
  - Souvenirs
  - Merchandise
  - Website screen shots

**BEST AGRICULTURAL EXHIBIT** - Due Thursday, October 19, 2023, between 10:00 a.m. & 3:00 p.m.

**Rules:** Enter 1-2 photos of your exhibit and complete a fillable questionnaire to submit for judging.

- Your documentation should describe the innovative exhibit you enter in this category with details to include participants involved with the exhibit, what it was created out of and information on the success of the exhibit or program. Is this a 2023 exhibit only or one that will remain annually at your Fair. Note: This entry is not required to be your Featured Ag exhibit.

### FAN FAVORITE CONTESTS

Bring Scrapbook, Poster, T-Shirt entries to the Contest Entry Table on Thursday, October 19, 2023, between 10:00 a.m. and 3:00 p.m.

For Photo and Website entries see rules section for due date.

**ONLY THOSE ENTRIES SUBMITTED BY THAT DATE AND TIME WILL BE JUDGED** (Late entries will be accepted for display only).

The Fair attendance categories are A - Fairs under 8,000 and youth shows; B - Fairs 8,001-22,000;

C - Fairs 22,001 –40,000; D - Fairs 40,001-100,000; and E - 100,001 and over.

**PHOTO CONTEST** – Due Monday, October 9, 2023. Photos must be mailed to: Tawnia Linde 17402 NE Delfel Road, Ridgefield, WA 98642. All entries will be judged by a professional photographer. In addition to judging the categories listed below, the judges will be asked to select an overall winner. This will be the Grand Sweepstakes winner. **Note: We will accept**

**photos from both 2022 and 2023 as we recognize the difficulty for later Fairs to enter.**

A) Carnivals B) Contests & Games C) Animals D) Kids E) Senior Citizens F) Entertainment  
G) Rodeo H) General Interest I) Off Season Activities – A moment outside of your Fair Event  
Ribbon stickers will be used and put on ALL winning entries on the FIRST day of the convention. Ribbons for winners will be available on request. During one of the meals at the convention a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES. Category winners will be listed in the Fair Views following the convention.

### **CATEGORIES**

**BLACK AND WHITE** (includes digital and film prints, judged as the same)

A) Carnivals B) Contests & Games C) Animals D) Kids E) Senior Citizens F) Entertainment  
G) Rodeo H) General Interest

**COLOR** (includes digital and film prints, judged as the same)

A) Carnivals B) Contests & Games C) Animals D) Kids E) Senior Citizens F) Entertainment  
G) Rodeo H) General Interest I) Off Season Activities – A moment outside of your Fair Event

1) Unmounted photos only

2) Only 8 X 10" or 8 X 12" Black & White or Color prints accepted. Each will be judged separately.

3) Photos must depict Fair related activity.

4) Photos taken by your Newspaper are acceptable: include name photographer and newspaper.

5) Judges have the right to change categories as they see fit, i.e., a photo showing a child and an animal may be general interest.

6) There will be three places awarded in each of 8 categories.

7) A Grand Sweepstakes winner for best photo will be chosen by the judges.

8) All categories may be entered by your fair. Only three entries per category are allowed.

9) Type on a 3 X 5 card. Leave ½ inch space at the top. Use single spacing: Captions may be added, but not required. Write in pencil on the back of the photo the name of fair and category. (Single Space)

10) All photos must be picked up by 2:00 PM on the last day of the convention. **NONE WILL BE MAILED.**

11) **NO PHOTOCOPIES ARE ALLOWED. ALL PHOTOS MUST BE ON PHOTOGRAPHIC PAPER.**

**SCRAPBOOK CONTEST** – Due Thursday, October 19, 2022, between 10:00 a.m. & 3:00 p.m.

A scrapbook should tell the story of your fair and its operations. It provides a lasting record of the fair on a yearly basis and is a treasury of all aspects of activities, events, and people.

Assemble your scrapbook as if every person who looks at it has never attended your fair. These rules were developed to provide flexibility and allow each fair entering a scrapbook to be creative and innovative in producing their record.

Scrapbooks will compete in the appropriate size division (a) under 8,000 and youth shows (b) 8,001-22,000 (c) 22,001-40,000 (d) 40,001-100,000 (e) 100,001 and over. Judging score will be based on the judging results for the categories listed below.

**Creativity Total of 30 points**

Use of theme 5 points  
Use of Color 5 points  
Originality 5 points  
Readability 5 points  
Overall appeal 10 points

**Introduction Total of 5 points**

Preface (name of fair, name of city, fair dates, fair attendance, theme, category and person(s) doing book  
Table of contents (WITH PAGE NUMBERS INDICATED)  
Map

**Preparations Total of 10 points**

Fair Board Activities  
Staff  
Preparations for Fair

**Fair Time Total of 40 points**

Entertainment  
Fair Activities  
Fair Departments

**Promotions Total of 15 points**

Advertising (anything you paid for)  
Publicity  
Posters  
Miscellaneous promotional pieces (TV coverage, library exhibits, etc.)

**Off Season (Optional) NO POINTS**

Interim events and activities  
Construction (capital and preparation)  
Ticket samples, etc.

**TOTAL POINTS POSSIBLE 100**

General rules and instructions

**Example: First section of Scrapbook**

First Page (Introduction) is a tabbed page.

Page 2 – back of Introduction page is blank – as are all other tabbed pages

Page 3 – Title page/Preface – Must include name of fair, city, dates, fair attendance, category, theme, and person(s) doing the scrapbook

Page 4 – Table of contents – with page numbers included

Page 5 – Map of fairgrounds

## **Required**

Use both sides of pages (except tabbed pages)

Incorporate theme throughout scrapbook

Label (caption) ALL pictures clearly

All pages must have page numbers

Premium/Exhibitor guides MAY be included (many are now on-line, so this is optional)

Scrapbook judge will be from a Fair that has not entered this category. Scores will be tallied, and the judge(s) will give awards based on above scores. The judge(s) will determine the winners in each size division. A “Judges Choice” will be awarded to one entry only. Score sheets will be provided for all scrapbooks.

**POSTER CONTEST** - Due Thursday, October 19, 2022, between 10:00 a.m. & 3:00 p.m.

The purpose of this contest is to share the wide variety of the ways fairs market their event with the use of posters.

Posters will be judged in two categories:

1) Artistic

The poster should be an Artistic presentation of the fair.

A special event or feature may be included, but not required.

2) Informational

Poster is to clearly present information about the fair (i.e., date, time, special events, cost, pre-season ticket purchase location, etc.). Both categories will compete in the appropriate division as determined by fair attendance. The judging criteria are listed below:

**JUDGING FOR POSTER**

Criteria Artistic Points Informational Points

Design 30 20

Use of White Space 0 20

Overall Impact 30 20

Originality 35 10

Information/Content 5 30

**TOTAL POSSIBLE POINTS 100 100**

WSFA Board of Directors will award “Fair Board’s Choice” in both categories if there are qualified entries.

**T-SHIRT CONTEST** – Due Thursday, October 19, 2023, between 10:00 a.m. & 3:00 p.m.

Awards will be given in each attendance division for “Best Use of Theme”.

There will be “Best of Show” T-Shirt awarded if merited.

\*Please note the following: All t-shirts must be picked up by 2:00 PM on the last day of the convention. **NONE WILL BE MAILED.**

**WEBSITE CONTEST** - Entry Due Thursday, October 5, 2023

TO ENTER – PLEASE SEND AN E-MAIL TO: [wastfair@comcast.net](mailto:wastfair@comcast.net)

Be sure to include your attendance category (the Fair attendance categories are A - Fairs under 8,000 and youth shows; B - Fairs 8,001- 22,000; C - Fairs 22,001 –40,000.

D - Fairs 40,001-100,000; and E - 100,001 and over)

*and New this year*

Service Member Website

Rules: The site must be active. All sites will be judged using a 1 to 10-point scale with 1 being the lowest score and 10 being the highest score. The score will be based on the following criteria:

- 1) Navigability/organization of website.
- 2) Overall appearance/impression, including creativity and graphics.
- 3) Use of graphics and other effects.
- 4) Website adheres to a consistent theme.