

WSFA IN-KIND SPONSORSHIP AWARD (2024)

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME:

DIVISION:

Description - This is a new category for the 2024 Fair Season. Our industry has long recognized the importance of in-kind and trade sponsorships. This contest focuses on a partnership where an organization or individual provided a service to your Fair that was significant to your success or that was budget alleviating.

Title of In-Kind Sponsorship: _____

a. Identify the sponsor who partnered with your Fair with either a full or partial in-kind sponsorship that was not only budget alleviating but also impactful for the Fair and the sponsor. Describe how and why the sponsor was chosen and why the sponsorship category was created. Outline the planning process and time frame.

b. How was the sponsorship activated? Process and time frame should be fully outlined.

c. Promotion is key with all sponsorships. How was this one promoted to internal and external customers and partners?

d. How do you measure the success of this type of sponsorship? Do you use data? How do you receive feedback? Would you offer this type of sponsorship again and recommend it to other Fairs.

e. Any other takeaways?

f. Optional to include also include up to (1) 8' x 10 page filled with photos or support documentation. (Not Mandatory)

Please email any questions to tawnia.linde@cceventcenter.org

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