

WFA BUILDING BETTER FAIRS

Why We Do It

The goal of Western Fairs Association's Achievement Awards Program is to recognize excellence, and share new successful ideas and programs, as many of the best ideas are inspired by others. When we are able to facilitate, share and promote great ideas, we all win!

How It Works

Please read carefully. Each year changes are made to the program in an effort to improve the competition.

Eligibility: Any member fair in good standing is eligible to participate. All entries must have been produced, presented and executed between **November 1, 2015 and November 1, 2016**.

Deadline: All entries must be registered and postmarked or uploaded by **November 4, 2016**. Entries will not be accepted after this time.

Limit: One entry per fair, per division or sub-division. An individual entry (program, marketing piece, etc.) may not be entered in more than one division.

Division Definition: A division is an award category within each section.

Class Definition and Fees: You may enter as many divisions as you like for one price. Each class is based on fair-time attendance. California fairs should note that the class associated with achievement awards **does not** usually correlate to the class size assigned by CDFA. Class definitions for this program are:



Class 1: Small Fair - Less than 50,000 in total fair attendance	\$20
Class 2: Medium Fair - 50,000–150,000 in total fair attendance	\$40
Class 3: Large Fair - 150,000–500,000 in total fair attendance	\$60
Class 4: Mega Fair - Over 500,000 in total fair attendance	\$100

Judging: All judges are recognized experts and/or industry professionals in the individual divisions.


Judging Criteria: Please see each division for judging criteria.

NEW! WFA Committee members are available to assist you in preparing and submitting your entries. Please send an email to wfaaward@gmail.com or call Nichole Merzi at (858) 755-1161 x.2454 to get assistance.

THINGS TO BE AWARE OF

- Only Fairs who participate in the Achievement Awards Program with at least one entry will be eligible for Merrill Award nomination. Your entry(s) does not necessarily have to contain the program for which you are nominated for the Merrill.
- Entry registration and entries will be accepted through the **ShoWorks on-line system only**. All fees must be paid with a credit card.
- Divisions with the  symbol require a write up. Divisions with the  symbol require a Media & Marketing Form (pg. 4). **Complete only one form per entry where indicated and submit in the same file with your other entry information, otherwise your score will be docked.**
- A Hard Copy must be mailed in for Divisions 9, 10, 11 and 13. ALL other entries must be submitted electronically through ShoWorks.

ENTRY WRITE-UP INSTRUCTIONS:

 A write-up is required for most divisions (look for the write-up icon). All write-ups MUST be saved as a .pdf before uploading. Each write-up must include division # and fair name in the upper left hand corner.

For example: Division 28
New Innovative Use of Technology
San Diego County Fair

Write-ups should give enough detail for the judges to evaluate your entry based on the criteria with emphasis as much as possible on visuals and supporting documentation. Unless otherwise noted, write ups consist of 2 pages of text and up to 10 pages of supporting documentation (pictures, forms, articles, etc.) At this time, video (except where indicated) cannot be accepted as supporting documentation. Font must be 10 pts. or higher and 1 ½ spaced minimum. Fairs exceeding 2 pages of written text explaining your program will be docked points.

Placing of Entries: Entries in each class are judged American-style with placings through third, except Divisions which are judged Danish with each entry being judged on its own merit. Judges may award an unlimited number of honorable mentions. Judges may also award a Best of Show in each division as they see fit. Judges are not required to select a first place in a division if the criteria are not met.

Awards: Firsts, seconds, and thirds will receive certificates. Firsts in divisions judged Danish will also receive certificates. First place winners of each class in the Feature Program categories will be presented with a plaque.

Judges: Judges are both non-fair and fair industry professionals from around the U.S.A and Canada. Every effort is made to select judges who are objective and knowledgeable in subject matter.

Return of Entries: Entries will NOT be returned. WFA reserves the right to post entries on the website, publish in the Fair Dealer magazine or otherwise distribute. WFA will always portray any published entry positively.

Questions:

Entry Questions, Nichole Merzi, San Diego County Fair, wfaaward@gmail.com, phone 858-792-4207
Technical Entry Support, Pat Wallace, San Diego County Fair, entry@sdfair.com, phone 858-792-4207
Katie Mueller, Achievement Awards Committee Chair, kmueller@sdfair.com, phone 858-792-4245
Jacky Eshelby, Achievement Awards Committee Chair, jeshelby@sdfair.com, phone 858 792-4211
Joan Hamill, Achievement Awards Committee Chair, jhamill@ocfair.com, phone 714-708-1520

ENTRY INSTRUCTIONS

NEW! All fairs will register and submit entries on ShoWorks.

Register your entries and pay your entry fee by November 4, 2016. Visit www.fairsnet.org for the link starting September 26, 2016. Click on the WFA members tab to Awards, then scroll down to forms – Achievement Awards 2016 link. Entry fees must be paid by credit card.

Submit your entries electronically (except divisions 9, 10, 11 and 13). All entries must be received by 11:59 Pacific Time, November 4, 2016.

Electronic Entries

All entries are required to be submitted ELECTRONICALLY (except poster and program divisions) via ShoWorks.

For Technical Support registering your entries, contact San Diego County Fair Entry Department at entry@sdfair.com or 858-792-4207.

Please visit <http://www.westernfairs.org/p/members/awards> for online instructions for step by step guidelines on registration and uploading your .pdf files.

Hard Copy Entries

Hard copies must be submitted in the any other advertising piece Division (9), poster divisions (10-11) and the Fair Program Division (13). Please mail these entries to:

Del Mar Fairgrounds
Attn: EXHIBITS/Nichole Merzi
2260 Jimmy Durante Blvd
Del Mar, CA 92014

2016 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Form
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Fair Name: _____

Division # and Title: _____ Class# _____

Marketing Goal: _____

Form of Promotion (what type of promotion was it and where did it appear):


Who was your target market?

What was the reach?

What was the ROI or outcome?

Section 1 - Media & Marketing

This section identifies the best new and traditional media/marketing techniques used to promote your fair.

Additional Instructions: Use the Media & Marketing Form where the  icon indicates. **All forms must be saved as separate files for each entry and uploaded to ShoWorks, only one Media & Marketing form is needed per entry (where required). For ads in a language other than English, a written translation must be provided.**

Division 1: **Television Advertising** - Submit a commercial. Judging Criteria: Creativity, concept, market appeal, quality of production, overall use of medium, results. Video file allowed up to 70 MB.



1a. Single Television Ad- Entry not to exceed 60 seconds

1b. Television Ad Series- 2 or more ads in **same file**. Entry not to exceed 2 minutes.

Division 2: **Radio Advertising** - Audio advertisement used to promote your fair. Audio produced for online, satellite or traditional radio is acceptable. Judging Criteria: Creativity, concept, market appeal, production, overall use of medium, results. Sound file allowed up to 8 MB.



3a. Single Radio Ad- Entry not to exceed 60 seconds.

3b. Radio Ad Series – 2 or more ads in **same file**. Entry not to exceed 2 minutes.

Division 3: **Website** – Judging Criteria: Content, structure and navigation, visual design, functionality, responsiveness to different applications- desktop, tablet, mobile, etc., social integration, interactivity and overall experience.



Fairtime Website: Enter your fairtime URL when prompted by ShoWorks during the entry process. A unique URL for your fairtime site may be submitted. Sites will be viewed and judged online.

Division 4: **Newspaper Ad - Black and White or Color** Judging Criteria: communicates clearly, creative or informative copywriting, graphic design, call to action.



Division 5: **Magazine Ad** Judging Criteria: communicates clearly, creative or informative copywriting, graphic design, call to action.



Division 6: **Outdoor Advertising** - Submit a photo (minimum 300 dpi, file size not to exceed 7 MB) of the actual promotional piece (not just the artwork used). Image should include a caption that includes type of advertisement and location of advertisement. Judging Criteria: Creativity, message, design, overall use of medium



Division 7: **Fair Logo Contest** - Submit a logo (minimum 300 dpi, file size not to exceed 7 MB) used to promote your fair. Judging Criteria: Creativity, concept, appeal, design.

Division 8: **Give it your Best Shot** - Submit a single photo (minimum 300 dpi, file size not to exceed 7 MB) that best represents your fairtime experience. Judging Criteria: impact, composition, originality.

Division 9: **Any Other Advertising Piece** – Adhere label on the lower right corner on the back of the item per entry instructions (if possible). **Mail** entry for any other printed advertising piece used to promote your fair. Examples of past winning entries include table tents, counter cards and branded coffee cup sleeves. Judging Criteria: Originality, effectiveness, design, content creativity.



**Please note for poster categories, you may not enter the same poster in both categories.*

Section 1 - Media & Marketing (continued)

Division 10: Fairtime Advertising Poster – Adhere label on the lower right corner on the back of the poster, per entry instructions. **Mail** poster in a mailing tube with Media & Marketing form adhered to the back. You cannot enter the same poster in both categories. Judging Criteria: creativity, design, content, impact.



Division 11: Fairtime Commemorative Poster - Adhere label on the lower right corner on the back of the poster, per entry instructions. **Mail** poster in a mailing tube with Media & Marketing form adhered to the back. Judging Criteria: creativity, design, impact.



Division 12: Interim Event Rentals Innovative Marketing Strategy or Concept – Tell us what your fair created to market your Interim Event Rentals. May be a postcard, a website, digital ad, etc.). Judging Criteria: content, design, copywriting, impact.



Division 13: Fair Program/Schedule - Must be a free publication. **Mail** only one hard copy in the mail. Judging Criteria: content, functionality, visual design, ease of use.

Division 14: Social Media Campaign - Tell us about a series of posts with a common theme, or a contest or campaign executed primarily through social media. Include up to 5 screen shots with your Media & Marketing Form Submission. Judging Criteria: Effectiveness, creativity, results.



Division 15: Digital Advertising: Paid (non-organic) advertising- can include standard leaderboard, big box, skyscraper or other retail ad banners, rich media, page takeovers or site skins, or boosted social media posts and ads. Judging Criteria: Effectiveness, creativity, results.



- 15a.** Single ad (screen shot)
- 15b.** Ad campaign with up to 4 examples (screen shots)

Feature Program, Media & Marketing

Division 16: Fairtime Innovative Marketing Strategy or Concept – Describe how your fair used a marketing strategy to increase attendance at your annual fair. Include examples of visuals such as artwork, promotional pieces and/or advertisements used. Explain the impact and the results. Judging Criteria: creativity, originality, impact, design, results.



Section 2- Innovations & Management Excellence

Instructions: Each division in this section requires a write up.

Page limit is up to 2 pages of writing and up to 10 pages of supporting documentation. Line spacing is 1 ½ space minimum. Please read the judging criteria for each category and address in your write up.

What was the goal? Define the challenge/problem/target audience and explain what you were trying to accomplish.

How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. It is to your advantage to define quantifiable results as a percentage when applicable. Include intangible benefits such as testimonials from partners, guests, employees or directors as to the benefits/results of the project or activity.

Supporting documentation: Should illustrate the project. Photographs, media reports, charts, hand-outs and written testimonials are examples of acceptable forms of supporting documentation.

Best New Idea This Year- Tell us your best new idea or most innovative idea for the following divisions.



Include how the idea was implemented and what it achieved.

Division 17: Exhibits – Competition Judging Criteria: Creativity, participation, ease of execution.

Division 18: New Featured Event, Exhibit or Program Judging Criteria: Appeal, creativity, success of the program.

Division 19: New Children’s Program Judging Criteria: Appeal to children, overall value, overall success.

Division 20: New Conservation Program or “Being Green” Judging Criteria: Innovation, adaptability to other fairs/events, net results.

Division 21: Sponsorship Judging Criteria: Creativity, overall value to fair and sponsor, execution at fair and off site.

Division 22: New Innovative Use of Technology - How has a new technology helped your fair? This can include a marketing effort or a way to increase efficiency. Judging Criteria: Innovation, creativity, cost effectiveness, how the technology solved a problem for the fair, overall results.



Division 23: New Community Outreach Program – This division will be judged DANISH. Describe a successful fair funded program or event that benefited the community or encouraged community support of the fair. Judging Criteria: Originality, execution, result/benefits to the fair and/or the community.



Division 24: Theme Program - Describe ways the theme was presented and carried out. How was the theme applied to marketing, entertainment, displays, special exhibits, decorations, etc. Judging Criteria: Appeal, execution, collaborative opportunities, was it successful and how.




Division 25: Volunteers- Tell us how you use them, how you recruit and reward them, how you train them, etc. We want to hear about a successful way or ways you incorporate volunteers into your fair. Judging Criteria: Innovation, overall concept, success of program.




Division 26: Interim Events-Tell us about a successful event held at your fairgrounds. This can include an event sponsored by the fair or an interim event that was beneficial to the fairgrounds. Include information on why it was successful, how it was marketed, and what the benefits were to the fairgrounds and/or community. Judging Criteria: Overall program, creativity, innovation, ability of another fair to adapt the concept, overall success.




Section 2- Innovations & Management Excellence (Continued)


 **Division 27: Event within an Event-** Describe a special event held within your fair that generated results. This can be an event free with fair admission such as a themed day, special festival, etc or an event that required an additional admission ticket. Describe the event and how it benefitted the fair. Judging Criteria: Innovation, execution, benefit to the fair (ie increased revenue, attendance, etc.).


 **Division 28: Non-Profits-** Tell us about a successful collaboration, project, program etc. with a non-profit organization. This Division will be judged DANISH.

28a. A successful collaboration with an outside non-profit (how your fair helped another non-profit raise funds or promote their cause). Judging Criteria: Creativity, innovation, results to the fair and/or the non-profit. Please note: If you are entering a food drive, it must be entered in this category ONLY.

28b. A successful collaboration with your own non-profit or a non-profit benefiting the fairgrounds. Judging Criteria: Creativity, innovation, results to the fair and/or the non-profit.

 **Division 29: Crisis Management-** Tell us about a “crisis” (may be good or bad) facing your fair this year and how staff handled it. This Division will be judged DANISH. Judging Criteria: Fair’s reaction, public reaction, overall success of the management, lessons learned.

 **Division 30: Inspiring Collaborations-** Tell us about an important collaboration with an outside entity, corporation, organization, etc. that produced results. Judging Criteria: Support for the collaboration, results/net benefit to parties involved, originality.

 **Division 31: Guest Services-** What new thing did your fair do to increase guest comfort or provide improved or added customer service? Judging Criteria: originality of idea, adaptability to other fairs, results.

2016 FEATURED PROGRAMS

This program will not only be used to recognize outstanding achievement at the Industry Awards Celebration, but for special programming during the Western Fairs Association Convention.

Division 32: Agricultural Programming- Tell us about a unique program your Fair did in the area of agriculture education, livestock programs, consumer awareness or any of the above. Explain how the program was planned and executed, what partners may have been involved and what the outcome or results were.

Division 33: Celebrating Partnership Success- The Achievement Awards Committee would like to recognize strong, unique and innovative partnerships between fairs and the service member community. Here are the basic criteria:

Promotions, program or projects where the fair and a business partner (both must be members of WFA) share risk, development and reward. Entries may be fair time or interim.

Entries will be judged by a special panel of industry experts; Winners will be asked to present results at the WFA Convention in Reno.