

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, 2017 and November 1, 2018**.

Deadline: All entries must be registered and postmarked or uploaded by **November 9, 2018**. 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.

New Definition: Something that has not been done at your Fair before or has been significantly changed.

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 Exhibits@alamedacountyfair.com or call Rachel Jacobsen 925-426-7611 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.
- A Hard Copy must be mailed in for Divisions 10-12. ALL other entries must be submitted electronically through ShoWorks.

ENTRY INSTRUCTIONS - All fairs will register and submit entries on ShoWorks.

Register your entries and pay your entry fee by November 9, 2018. Visit <http://wfa.fairmanager.com> for the link starting August 1, 2018. Entry fees must be paid by credit card.

Submit your entries electronically (except divisions 12 & 13). All entries must be received by 5:00pm Pacific Time, November 9, 2018.

Electronic Entries

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

For Technical Support registering your entries, contact Alameda County Fair Exhibits Department at Exhibits@alamedacountyfair.com or 925-426-7611. 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 Poster & Fair Program divisions (12 & 13)

Please mail these entries to: Alameda County Fairgrounds
Attn: Exhibits Office
4501 Pleasanton Ave
Pleasanton, Ca 94566

WRITE-UP INSTRUCTIONS: - NEW! All write-ups MUST be submitted using the division forms.

A write-up is required for most divisions. 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 the 1 page form 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.

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 Assistance, Rachel Jacobsen, Alameda County Fair, Exhibits@alamedacountyfair.com 925-426-7611
Charlie Barboni, Achievement Awards Committee Chair, CBarboni@marincounty.org, 415-473-7048
Tiffany Burrow, Committee Co-Chair, tburrow@alamedacountyfair.com, 925-426-7668

2018 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for divisions 1-9

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 for division 1 – 9** 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. 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. Sound file allowed up to 8 MB.
2a. Single Radio Ad- Entry not to exceed 60 seconds.
2b. Radio Ad Series – 2 or more ads in **same file**. Entry not to exceed 2 minutes.
- Division 3: Printed Marketing Campaign:** This division is to include: Newspaper Ad - Black and White or Color, Magazine Ad and other printed marketing materials.
- Division 4: Outdoor Advertising Campaign** Submit 1 or more photos in a PDF not to exceed 5 pages (file size not to exceed 6MB) of the actual promotional piece(s) (not just the artwork used). Image(s) should include a caption that includes type of advertisement and location of advertisement.
- Division 5: 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.
- Division 6: Any Other Advertising Campaign** – Submit 1 or more photos in a PDF not to exceed 5 pages (file size not to exceed 6MB) of the actual promotional piece(s) (not just the artwork used). Entry for any other advertising campaign used to promote your fair.
- Division 7: 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.
- Division 8: 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.
- Division 9: Digital Marketing Campaign** - This division is to include: Website, Digital Advertising, paid (nonorganic) 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.
- Division 10: Give it your Best Shot** - Submit a single photo (minimum 300 dpi, file size not to exceed 7 MB) for each area that best represents your fairtime experience.
10a. Carnival **10b. Exhibits** **10c. Animals** **10d. Community**
- Division 11: 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 12: Fair Program/Schedule** - Must be a free publication. Mail only one hard copy in the mail.
12a. Fair Program/Schedule **12b. Pocket Program/Schedule**
- Division 13: Fairtime 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.
13a. Fairtime Advertising Poster **13b. Fairtime Commemorative Poster**

Section 2- Innovations & Management Excellence

NEW! Instructions: Each division in this section requires a form

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

Division 14: New Exhibits - Competition - Creativity, participation, ease of execution.

Division 15: New Event, Exhibit or Program - Appeal, creativity, success of the program.

Division 16: New Children's Program - Appeal to children, overall value, overall success.

Division 17: New Sponsorship - Creativity, overall value to fair and sponsor, execution at fair and off site.

Division 18: 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.

Division 19: 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.

Division 20: 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 21: 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.

Division 22: 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.

Division 23: 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.

Division 24: Non-Profits - Tell us about a successful collaboration, project, program etc. with your own non-profit or a non-profit benefiting the fairgrounds.

Division 25: 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.

Division 26: Inspiring Collaborations - Tell us about an important collaboration with an outside entity, non-profit, corporation, organization, etc. that produced results.

Division 27: Guest Services - What new thing did your fair do to increase guest comfort or provide improved or added customer service?

Division 28: 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.

2018 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 29: New Cultural Program - Innovation, adaptability to other fairs/events, net results.

Division 30: Cultural Marketing Campaign - This division is to include: Website, Digital Advertising, paid (nonorganic) 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.

NEW SERVICE MEMBER PROGRAM

Division 31: Give it your Best Shot - Submit a single photo (minimum 300 dpi, file size not to exceed 7 MB) for each area that best represents your fairtime experience.

31a. Carnival

31b. Exhibits

31c. Animals

31d. Community

Division 32: Inspiring Collaborations - Tell us about an important collaboration with a Fair.