WFA WESTERN FAIRS ASSOCIATION

Annual Achievement Awards Program

Recognizing Excellence in Marketing & Creative Management

The Western Fairs Association is honored to present annual awards to the best in our industry!

**2020 Merrill Award Winner
Oregon State Fair**

The All Oregon E-Fair

The All Oregon E-Fair celebrated the fair's past, present, and future with fair-generated content to entertain our fans, while also honoring the thousands of Oregonians who make the fair part of their summer each year with user-generated content featuring many of their hardworking friends and neighbors in our great state.

- 11 videos from 2021 entertainers like Chicago, Pat Benatar, Granger Smith, and Jon Pardi
- 27 original fair videos with local partners and performers, like 4-H and Dogtown
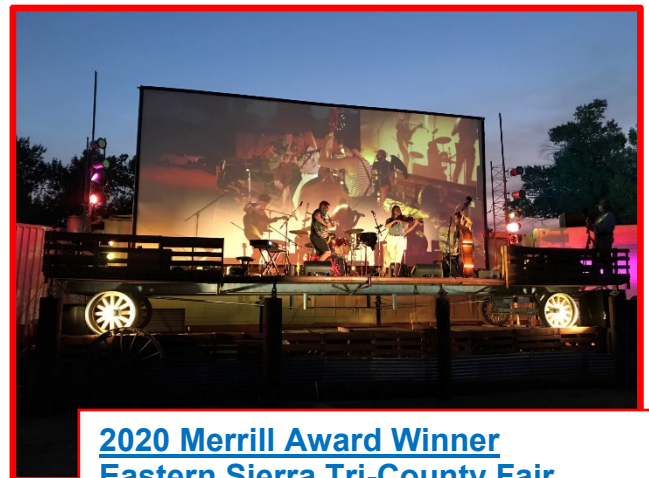- 7 online contests drawing 2,751 entries

See Pat Benatar and Neil Giraldo at the 2021 Oregon State

With sneak peeks and limited-time presale opportunities, the All Oregon E-Fair achieved…

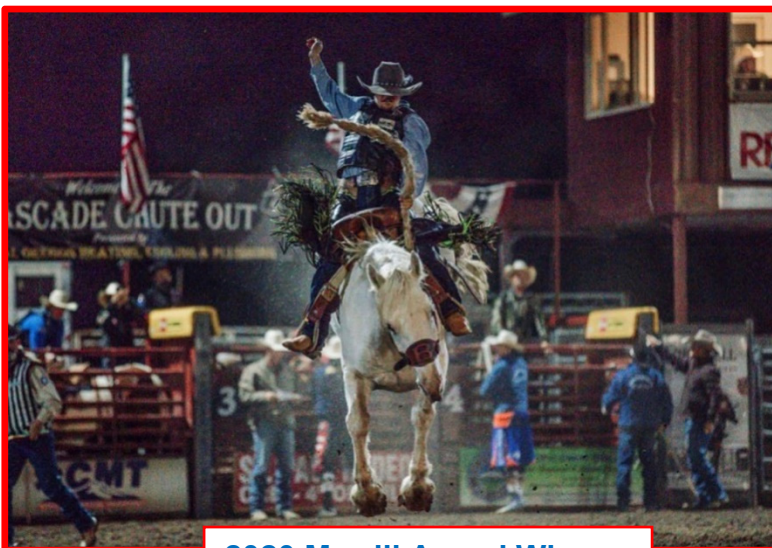**$204,641** dollars in revenue (2021 ticket sales)

350,000 people reached (like the yearly fair attendance!)

57,000 social media engagements (comments, shares, likes)

**2020 Merrill Award Winner
Eastern Sierra Tri-County Fair**

Bringing home an Achievement Award shows your community that their hometown fair is top-notch and helps you demonstrate to potential sponsors that your event is world-class.

**2020 "Give It Your Best Shot"
Virtual Auctions Class 1 Small Fairs
1st Place Award, Judges' Choice &
Overall Best Entry – Lake County Fair**

**2020 Merrill Award Winner
Deschutes County Fair
Redmond Oregon**

BUILDING BETTER FAIRS

ACHIEVEMENT AWARDS PROGRAM

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!

✓ Especially during these challenging times, we felt it was important to showcase not only the creativity of our member fairs and service members, but the perseverance and dedication of our industry to our communities.

✓ This is meant to be a fun and educational competition. All entries will be judged using the Danish system of judging, with each entry being judged on its own merit.

RULES

Please read carefully. Changes have been made to the program in an effort to make entering as easy as possible.

- **Eligibility:**
  Any member fair in good standing is eligible to participate. All entries must have been produced, presented and executed between **November 11, 2020 and November 5, 2021**.

- **Deadline:**
  All entries must be registered and emailed by **November 15, 2021**. Entries will not be accepted after this time.

- **Limit:**
  One entry per fair, per division. (Except for Give It Your Best Shot.) An individual entry may not be entered in more than one division.

- **Class Definitions:**
  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
  - **Class 2: Medium Fair** 50,000–150,000 in total fair attendance
  - **Class 3: Large Fair** 150,000–500,000 in total fair attendance
  - **Class 4: Mega Fair** Over 500,000 in total fair attendance
  - **Class 5: Service Members**

- **Fees:**.
  There will be a $20 entry fee for each fair, regardless of size. Fee must be paid by credit card or check payable to the Western Fairs Association. Refer to the following Entry Form.

W≈A BUILDING BETTER FAIRS

ENTRY INSTRUCTIONS   It's easy as 1, 2, 3.

1. REGISTRATION FORM   Deadline November 15.
Fill out the following registration form and pay your entry fee by November 15, 2021. Entry Fees may be paid by check payable to Western Fairs Association or by credit card. Email registration form to **charlieb1052@yahoo.com** by November 15.

2. COMPLETE YOUR REPORT
Summarize each entry with text and supplementary material (photos, marketing materials, etc. in a PDF format. (Include results.) Maximum of 8 pages total. Maximum file size 6 MB. If you have many photos, condense them before making your PDF.
(Exception: "Give It Your Best Shot" entries need to be submitted as a JPG. Maximum size 6 MB.)

3. SUBMISSION OF ENTRIES   Deadline November 15
Submit your entries on a flash drive and mail it to the Western Fairs Association, 1776 Tribute Rd STE 210, Sacramento, CA 95815 **or** submit electronically via Dropbox.
All Posters and Fair Programs should be mailed.   Entries must be received on or before 5:00 pm Pacific Time, **November 15, 2021.**
Note: You may drop off your flash drive, poster(s), and programs at the Fall Managers' Conference.

JUDGING:

- **Placing of Entries:**
  Entries in each class will be judged using the Danish system, with each entry being judged on its own merit. First, Second, Third Place, and Honorable mention mentions may be awarded. 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.

- **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:

Please send an email to Charlie Barboni, charlieb1052@yahoo.com or call him at 707.696.6973 for assistance.

MERRILL AWARD ELIGIBILITY:

Only Fairs who participate in the Achievement Awards Program with at least one entry will be eligible for Merrill Award nomination. Participating fairs and judges may recommend outstanding programs for Merrill consideration. Nominations must be made by fair representatives by **November 1, 2021**. Forms with instructions are available on the WFA website **westernfairs.org**.

WFA BUILDING BETTER FAIRS

SECTION A. 2021 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 1: OVERALL FAIR MARKETING CAMPAIGN

Include samples of your Printed, Outdoor, Foreign Language, Cultural, Digital, Social Media, and any other Marketing materials: May include: Newspaper Ads - Black and White or Color, Magazine Ad, Billboards, Bus Stop Ads, Series of Posts, Website, Digital Ads, Electronic Banners, Leaderboards, Rich Media, Radio Scripts, Screen shot of TV Ad, and any other examples of your marketing. PDF format, not to exceed 12 pages.

Division 2: VIRTUAL FAIR

Submit a report summarizing your Virtual Fair. Include your marketing campaign, contest descriptions, submission guidelines, judging procedures, samples of entries submitted and results. PDF format, not to exceed 12 pages.

SECTION B. ADDITIONAL MEDIA AND MARKETING CATEGORIES

Division: TELEVISION ADVERTISING - Submit a commercial. Video file allowed up to 70 MB.

3. Single Television Ad - Entry not to exceed 60 seconds

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

5. Television Ad Foreign Language – Entry not to exceed 60 seconds

Division: 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.

6. Single Radio Ad- Entry not to exceed 60 seconds.

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

8. **Single Radio Ad Foreign Language –** Entry not to exceed 60 seconds

Division: LOGO CONTEST - Submit a logo (minimum 300 dpi, file size not to exceed 7 MB)

9. Fair Logo   10. Year Round Logo   11. Special Event Logo

Division: FAIR PROGRAM – SCHEDULE - Must be a free publication. Mail only one hard copy in the mail.

12. Fair Program – Schedule   13. Fair Pocket Program – Schedule

Division: FAIRTIME POSTER - Adhere label on the lower right corner on the back of the poster.
Mail poster in a mailing tube. You cannot enter the same poster in both categories.

14. Fairtime Advertising Poster   15. Fairtime Commemorative Poster

SECTION C. INNOVATIONS & MANAGEMENT EXCELLENCE

✓ **Each entry should include the following: 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. Use percentages when applicable.

✓ **Supporting documentation:** You may include supporting documentation to illustrate the project. Photographs, media reports, charts, hand-outs and written testimonials are examples of acceptable forms of supporting documentation.

✓ **File Format & Size:** Divisions 16 through 29. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 16 VIRTUAL & LIVE AUCTIONS

Submit a report summarizing your Virtual and/or Live Auction(s). Include your marketing campaign, rules, video requirements (if any), selection of judges, judging criteria, and results. You may Include any material, photos of winners, etc..

Division 17   DRIVE-THROUGH FOOD EVENTS & DRIVE-IN ENTERTAINMENT

Submit a report summarizing your Drive-Through Fair Food Event(s) and/or Drive-In Entertainment (Movies, Concerts, Educational Programs, etc.) Include your marketing campaign, vendors, menus, pricing or ticket prices, safety guidelines, media coverage, gross income, net fair revenue, etc. You may Include any promotional material, event photos, customer responses, etc.

Division 18   COMMUNITY OUTREACH

Submit a report summarizing one or more events held on your fairgrounds that were fair funded programs or sponsored events that benefited the community or encouraged community support of the fair. (Include results.) Examples – Food Drives, Pancake Breakfasts, Alternative Hospitals, Homeless Shelters, COVID Testing Facilities, Distribution Sites, etc.

Division 19 EMERGENCY RESPONSE VENUES

Submit a report summarizing how your fair served as an emergency response center during one or more of the devastating 2021 California wildfires.   Summarize your involvement, government agencies involved, necessary contracting, insurance requirements, staffing, animal sheltering, etc. You may Include any photos, media coverage, community responses, etc.

Division 20   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 21 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, and overall success.

Division 22 NEW CULTURAL PROGRAM Innovation, adaptability to other fairs/events, net results.

Division 23 NEW COMPETITION   (Animal or Still) Creativity, participation, ease of execution.

Division 24 NEW FAIRTIME EVENT, EXHIBIT OR PROGRAM Appeal, creativity, success of the program.

Division 25 NEW CHILDREN'S PROGRAM Appeal to children, overall value, overall success.

Division 26 NEW SPONSORSHIP Creativity, overall value to fair and sponsor, execution at fair and off site.

Division 27 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 28 INTERIM EVENTS Tell us about a successful event held at your fairgrounds. Include information on why it was successful, how it was marketed, and what the benefits were to the fairgrounds and/or community.

Division 29 NON-PROFITS Tell us about a successful collaboration, project, program etc. with your own non-profit or a non-profit benefiting the fairgrounds.

SECTION D. "GIVE IT YOUR BEST SHOT" PHOTOGRAPHY COMPETITION

Note -- "Give It Your Best Shot" entries will be judged on Overall Composition, Creativity, Clarity (photo in focus) and Relevance to Category.

Submit up to two photos in each category as a JPG file. (minimum 300 dpi, file size not to exceed 6 MB). **Title your photo(s) and include your fair name in title.**

> **Division 30**   Virtual Fair/Virtual Contests/Virtual Auctions
> **Division 31**   Community Outreach and Emergency Response Venues
> **Division 32**   Animals (with or without people)
> **Division 33**   Carnival
> **Division 34**   Exhibits
> **Division 35**   Entertainment & Grounds Acts
> **Division 36**   People at the Fair

SECTION E. SERVICE MEMBERS COMPETITION
Achievement Awards competition to be entered by Service Members only**.**

Division 37 INSPIRING COLLABORATIONS BETWEEN SERVICE MEMBERS AND FAIRS Tell us about your collaboration with one or more Fairs. Supporting documentation: Should illustrate the project. Photographs, media reports, charts, hand-outs and written testimonials are examples of acceptable forms of supporting documentation Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 38 "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. Photo may be Food, Carnival, Commercial Exhibit, Entertainment related.   Limit: 4 photos per a service member.

Division 39 BUSINESS LOGO Submit your business logo (minimum 300 dpi, file size not to exceed 6 MB.

<p style="text-align: center">**2021 WESTERN FAIRS ASSOCIATION ACHIEVEMENT AWARDS PROGRAM**</p>

REGISTRATION FORM

<p style="text-align: center">Email form to **charlieb1052@yahoo.com** by November 15.</p>

Name of Fair or Service Member

Address

City, State, Zip

Contact Person

Phone Number

Email Address

Entry Fee $20 per Fair   Check #

Mail check to Western Fairs Association 1776 Tribute Rd STE 210, Sacramento, CA 95815

Credit Card Number

Expiration Month and Year   CVC Code

LIST ENTRIES (DIVISION NUMBER, CLASS NUMBER AND TITLE)

Division	Class	Title
Division	Class	Title
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Division	Class	Title
Division	Class	Title
Division	Class	Title
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(Use a second form for additional entries.)