



WESTERN FAIRS ASSOCIATION 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!
- ✓ 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 5, 2022 and November 5, 2023**.
- **Deadline:** All entries must be registered and emailed by **November 15, 2023**. 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 or service member regardless of size. Fee must be paid by credit card or check payable to the Western Fairs Association. Refer to the following Entry Form.

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, 2023. Entry Fees may be paid by check payable to Western Fairs Association or by credit card. Email registration form to **awards@fairsnet.org** 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 Road Suite 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, 2023.** *Note: California Fairs 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 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 contact the WFA Office via awards@fairsnet.org or give us a call at (916) 927-3100 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 15, 2023.** Forms with instructions are available on the WFA website **westernfairs.org**

SECTION A. 2023 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, Social Media Campaigns, Magazine Ads, Billboards, Bus Stop Ads, Series of Posts, Websites, Digital Ads, Electronic Banners, Leaderboards, Rich Media, Radio Scripts, Screenshot of TV Ad, and any other examples of your marketing. PDF format, not to exceed 12 pages.

Division 2: **COMMUNITY OUTREACH – EMBRACING DIVERSITY**

Submit a report summarizing one or more ways your organization embraces and celebrates diversity at your Fair, Fairgrounds or within events hosted by your organization. Include results, photos, and a detailed summary. PDF format, not to exceed 12 pages.

SECTION B. ADDITIONAL MEDIA AND MARKETING CATEGORIES

Division 3: **TELEVISION ADVERTISING - Submit a commercial. File must be MP4 or Quicktime movie format.**

- 1 **Single Television Ad** - Entry not to exceed 60 seconds
- 2 **Television Ad Series** - 2 or more ads in **same file**. Entry not to exceed 2 minutes.
3. **Television Ad Foreign Language** – Entry not to exceed 60 seconds

Division 4: **RADIO ADVERTISING** - Audio advertisement used to promote your fair. Audio produced for online, satellite or traditional radio is acceptable. File must be MP3 or .wav format.

4. **Single Radio Ad**- Entry not to exceed 60 seconds.
5. **Radio Ad Series** – 2 or more ads in **same file**. Entry not to exceed 2 minutes.
6. **Single Radio Ad Foreign Language** – Entry not to exceed 60 seconds

Division 5: **SOCIAL MEDIA ADVERTISING** – Social Media advertisement used to promote your fair. PDF or other format accepted.

7. **Single Social Media Ad**- Entry not to exceed 60 seconds.
8. **Social Media Ad Series** – 2 or more ads in **same file**. Entry not to exceed 2 minutes.
9. **Single Social Media Ad Foreign Language** – Entry not to exceed 60 seconds
10. **Self Produced Videos** – Entry not to exceed 60 second
11. **Email campaign** – a series no less than 3 marketing campaign for fair or interim event.

Division 6: **LOGO CONTEST** - Submit a logo (minimum 300 dpi, file size not to exceed 7 MB)

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| 12. Fair Logo | 13. Year Round Logo | 14. Special Event Logo | 15. |
| Service Member Business Logo | | | |

Division 7: **FAIR PROGRAM – SCHEDULE** - Must be a free publication. Mail only one hard copy in the mail.

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| 16. Fair Program – Schedule | 17. Fair Pocket Program – Schedule |
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Division 8: **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.

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| 18. Fairtime Advertising Poster | 19. Fairtime Commemorative Poster |
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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 9 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 10 NEW FAIRTIME EVENT, EXHIBIT OR PROGRAM Appeal, creativity, success of the program.

Division 11 NEW CULTURAL PROGRAM Innovation, adaptability to other fairs/events, net results.

Division 12 NEW Programming/Event designed to accommodate the disabled community. Submit a report summarizing how your fair served the disabled community. You may Include any photos, media coverage, community responses, etc.

Division 13 SMALL BUSINESS ENCOURAGEMENT & GROWTH

Stories of small business success that started on your fairgrounds. Submit a report summarizing how your Fairgrounds has encouraged and helped to grow a small business or businesses in your community. You may include any photos, media coverage, testimonials etc.

Division 14 EMERGENCY PREPAREDNESS & COMMUNITY RESPONSE

Submit a report summarizing how your fair served as an emergency response center during the year. 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 15 EMERGENCY PROCEDURES MANUAL

Submit your fairgrounds Emergency Procedures Manual in electronic format.

Division 16 OVERALL FAIR SPONSORSHIP PROGRAM Creativity, overall value to fair and sponsor, execution at fair and off-site. Submit description of program and any collateral materials such as forms, blank agreements, pamphlets and other solicitation materials.

Division 17 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 18 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 19 FAIRGROUNDS RENTAL/INTERIM EVENT POLICIES AND APPLICATIONS Tell us how a person can utilize the fairgrounds facilities. What is the screening and application process. What are the policies and rules for the renter. Submit description of program and any collateral materials such as forms, blank agreements, pamphlets and other solicitation materials.

Division 20 NEW PARTNERSHIP BETWEEN THE FAIR AND SERVICE MEMBER BUSINESS/ENTERTAINER Share a program during fair in which you partner with a service member business/entertainer that benefits fair programming and/or your local community.

SECTION D. COMPETITIVE EXHIBITS

Division 21 MARKETING AND PROMOTION OF YOUR COMPETITIVE EXHIBITS PROGRAMS Submit a written description of how you marketed your competitive exhibits. Include results such as entry numbers. Include samples of your Printed, 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 22 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 23 JUNIOR LIVESTOCK AUCTIONS – Innovative ideas in your junior livestock program Submit a report discussing a challenge in your livestock auction and how you solved it. You may include any photos and media coverage.

Division 24 THEME PROGRAM Describe ways the theme was presented and carried out in your competitive exhibits program. How was the theme applied to displays, special exhibits, decorations, etc. Judging Criteria: Appeal, execution, collaborative opportunities, and overall success.

Division 25 NEW COMPETITION (Animal or Still) Describe a new competition that was programmed at your 2023 Fair. Include details on how the competition was created, implemented, marketed, and embraced by your exhibitors. Describe how your new competition showcased creativity, local participation, ease of execution and overall success. You may include photos.

Division 26 BEST SOLUTION FOR A DISPLAY CHALLENGE Describe a challenging item or items that you had to display in your competitive exhibits hall and how you solved the problem. You may include photos.

Division 27 – INNOVATIVE DISPLAY PROP/PROPS – Submit photos of an innovative Prop for competitive exhibits, describe how and where it was used.

SECTION E. “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 one photo 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 28** Food & Beverage
- Division 29** Community Outreach and Emergency Response Venues
- Division 30** Animals (with or without people)
- Division 31** Carnival
- Division 32** Exhibits (Competitive and Educational)
- Division 33** Entertainment & Grounds Acts
- Division 34** People at the Fair
- Division 35** Commercial Vendor Booth
- Division 36** Food Concession Stand



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2023 REGISTRATION FORM

Email form to awards@fairsnet.org by November 15.
Entry Fee \$20 per Fair or Service Member

Name of Fair or Service Member

Address

City

State

Zip

Contact Person Phone Number

Email Address

Credit Card Number

Expiration (Month/Year)

CVC Code

☐ Mailed check to Western Fairs Association 1776 Tribute Road Suite 210, Sacramento, CA 95815

LIST ENTRIES (DIVISION NUMBER, CLASS NUMBER AND TITLE)

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