



# 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 1, 2023, and November 15, 2024.**
- **Deadline:** All entries must be registered and emailed by **November 15, 2024.** Entries will not be accepted after this time.
- **Limit:** One entry per fair, per class. An individual entry may not be entered in more than one class. Entries PREVIOUSLY entered in the WFA Achievement Awards Program are NOT eligible for submission.
- **Division Definitions:** Each division is based on fair-time attendance. California fairs should note that the division associated with achievement awards **does not** usually correlate to the class size of fair assigned by CDFA. Division definitions for this program are:
  - **Division 1: Small Fair** Less than 50,000 in total fair attendance
  - **Division 2: Medium Fair** 50,000–150,000 in total fair attendance
  - **Division 3: Large Fair** 150,000–500,000 in total fair attendance
  - **Division 4: Mega Fair** Over 500,000 in total fair attendance
  - **Division 5: Service Members**
- **Fees:** There will be a \$20 entry fee for each fair or service member regardless of size. Fee must be paid online through the entry link by credit card or check payable to the Western Fairs Association.

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

- 1. REGISTRATION FORM Deadline November 15th.** Fill out the following registration form and pay your entry fee by November 15, 2024. Entry Fees may be paid online at the link below or by check payable to Western Fairs Association.
- 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 15th.** Submit your entries online: <https://www.westernfairs.org/p/members/awards/achievement>. All Posters and Fair Programs should be mailed to WFA, 1776 Tribute Road, Suite 210, Sacramento, CA 95815. Entries must be received on or before 5:00 pm Pacific Time, **November 15, 2024.**

## 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](mailto: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 1, 2024.** Forms with instructions are available on the WFA website [westernfairs.org](http://westernfairs.org)

## SECTION A. 2024 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.*

**Class 1: BEST USE OF ARTIFICIAL INTELLIGENCE:**

Artificial intelligence (AI) is rapidly revolutionizing various industries. The innovative use of AI is reshaping every aspect of the fair and festival industry, from the planning and organization stages to the actual event experiences and post-event analysis. Describe your use of AI in the exhibits program, advertising and public relations or overall fair experience. This is also open to service members and their use of AI with their business. PDF format, not to exceed 12 pages.

**Class 2: CREATIVE PROMOTIONS TO COMBAT INFLATION IN THE FAIR INDUSTRY**

The effects of inflation have impacted everyone in today's world. How do we maintain customer satisfaction and keep things affordable for our patrons? Describe what creative promotions your fair or service member organization has done to make things more affordable such as ticket flash sales, free or low-cost admission, reduced price concessions, carnival ride promotions, and more. PDF format, not to exceed 12 pages.

## SECTION B. ADDITIONAL MEDIA AND MARKETING CATEGORIES

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

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

**Class 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.

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

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

- 5a. Single Social Media Ad**- Entry not to exceed 60 seconds.
- 5b. Social Media Ad Series** – 2 or more ads in **same file**. Entry not to exceed 2 minutes.
- 5c. Single Social Media Ad Foreign Language** – Entry not to exceed 60 seconds.
- 5d. Self-Produced Videos** – Examples are Tik Tok videos, Instagram Reels. Entry not to exceed 60 seconds.
- 5e. Email campaign** – a series of no less than 3 marketing campaign for fair or interim event.

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

- 6a. Fair Logo – Annual Fair Event Logo**
- 6b. Special Event Logo**
- 6c. Service Member Logo**

- Class 7:** **FAIR PROGRAM – SCHEDULE (Any size)** - Must be a free publication. Adhere label listing Fair name, Division and Class on the lower right corner on the **back** of the program. **Mail** only one hard copy in the mail.
- Class 8:** **FAIRTIME POSTER** - Adhere label listing Fair name, Division and Class 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.  
**8a. Fairtime Commemorative Poster – A commemorative poster is the fair artwork and dates only. Typically, the commemorative poster DOES NOT list ticket prices, entertainment, etc.**  
**8b. Fairtime Advertising Poster – An advertising poster DOES include ticket pricing, entertainment, special promotions, etc.**
- Class 9:** **OUTDOOR ADVERTISING** – Outdoor advertising for fair promotions including billboards, bus advertising, any advertising that is outdoors and viewed by the public. Submit pictures.
- Class 10:** **PUBLIC RELATIONS CAMPAIGN** – List any unique and different PR campaign used to promote and advertise your fair and/or service organization. Submit written documents in pdf format.
- Class 11:** **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. PDF format, not to exceed 8 pages.
- Class 12:** **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.

## 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:** Classes 13 – 21: Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

- Class 13:** **NEW FAIRTIME EVENT, EXHIBIT OR PROGRAM** Appeal, creativity, success of the program.
- Class 14:** **NEW CULTURAL PROGRAM** Innovation, adaptability to other fairs/events, net results.
- Class 15:** **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.
- Class 16:** **COMMUNITY PARTNERSHIP**  
Submit a report summarizing how your Fairgrounds has partnered with a community organization in order to promote the fair exhibits program, increase attendance or help to promote the community or non-profit in your community. You may include any photos, media coverage, testimonials etc.
- Class 17:** **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.
- Class 18:** **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.
- Class 19:** **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.
- Class 20:** **NEW PARTNERSHIP BETWEEN THE FAIR AND SERVICE MEMBER BUSINESS/ENTERTAINER** Share a program during fair in which you partnered with a service member business/entertainer that benefits fair programming and/or your local community. Examples include service members helping with fair promotions, discounted food and beverage provided by service member concessionaires, etc.
- Class 21:** **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.

## SECTION D. COMPETITIVE EXHIBITS

- ✓ **Each entry should include the following:**
  - Explain what you were trying to accomplish.
  - Who was involved in the project? Include any working relationships with other agencies/groups.
  - Who was your audience and what was the intended result?
  - 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:** Classes 22-27: Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

- Class 22:     **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.
- Class 23:     **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.
- Class 24:     **NON-LIVESTOCK AUCTIONS**** – Innovative ideas in your exhibits program where non livestock exhibits are auctioned off in silent or live auction format. Examples of this are ag mechanics auctions, visual arts auctions, etc. How does this benefit the exhibitor and the fair? You may include any photos and media coverage.
- Class 25:     **NEW COMPETITION**** (Animal or Still) Creativity, participation, ease of execution.
- Class 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.
- Class 27:     **BEST WAY TO CELEBRATE EXHIBITORS**** – Describe how you celebrate your award winners in the livestock or non-livestock departments. This could be examples of your 'Parade of Champions,' signage used to celebrate award winners, awards ceremonies, etc. Submit photos and descriptions of what was done and the positive effect it had on your exhibitors and exhibits program.

## **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.**

- Class 28:     **FOOD & BEVERAGE****
- Class 29:     **COMMUNITY OUTREACH AND EMERGENCY RESPONSE VENUES****
- Class 30:     **ANIMALS**** (with or without people)
- Class 31:     **CARNIVAL****
- Class 32:     **EXHIBITS**** (Competitive and Educational)
- Class 33:     **ENTERTAINMENT & GROUNDS ACTS****
- Class 34:     **PEOPLE AT THE FAIR****
- Class 35:     **COMMERCIAL VENDOR BOOTH****
- Class 36:     **FOOD CONCESSION STAND****