



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!

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.



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 this challenging time, 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. **New!** 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, 2019 and November 10, 2020**.
- **Deadline:**
All entries must be registered and emailed by **November 15, 2020**. 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.



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

1. REGISTRATION FORM

Fill out the following registration form and pay your entry fee by November 18, 2020. Entry Fees may be paid by check payable to Western Fairs Association or by credit card.

2. COMPLETE YOUR REPORT

Summarize each entry with text and supplementary material (photos, marketing materials, etc. in a PDF format. 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. EMAIL ENTRIES

Submit your entries electronically to charlieb1052@yahoo.com. All entries must be received on or before 5:00 pm Pacific Time, **November 18, 2020**. **NOTE! Each entry needs to be sent in a separate email and may not be over 6 MB.**

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 18, 2020. Forms with instructions are available on the WFA website westernfairs.org.

Division 1 **VIRTUAL FAIR**

Submit a report summarizing your Virtual Fair. Include your marketing campaign, contest descriptions, submission guidelines, judging procedures, and results. You may include still and/or livestock competitions, social media promotions, and photos of winners, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 2 **VIRTUAL ONLINE CONTESTS (Other than during Fair)**

Submit a report summarizing Virtual Online Contests that you produced to keep your fair in the limelight and engage your fair community during this surreal time. Include your marketing campaign, description of contest(s), submission guidelines, and results. You may include artwork, photos of winners, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 3 **VIRTUAL AUCTIONS**

Submit a report summarizing your Virtual Auction(s). Include your marketing campaign, rules, video requirements, selection of judges, judging criteria, and results. You may include any material, photos of winners, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 4 **DRIVE-THROUGH FOOD EVENTS**

Submit a report summarizing your Drive-Through Fair Food Event(s). Include your marketing campaign, vendors, menus, pricing, safety guidelines, media coverage, gross income, net fair revenue, etc. You may include any promotional material, event photos, customer responses, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 5 **DRIVE-IN ENTERTAINMENT**

Submit a report summarizing your Drive-In Entertainment Events, including Movies, Concerts, Animal Productions, Educational Programs, etc. Summarize your marketing campaign, tickets prices, staffing, production cost, safety guidelines, media coverage, gross income, net fair revenue, etc. You may include any promotional material, event photos, customer responses, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 6 **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. Examples – Food Drives, Pancake Breakfasts, Alternative Hospitals, Homeless Shelters, COVID Testing Facilities, Distribution Sites, etc. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

Division 7 **EMERGENCY RESPONSE VENUES**

Submit a report summarizing how your fair served as an emergency response center during one or more of the devastating 2020 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. Report should be a maximum of 8 pages in PDF format. 6 MB maximum file size.

“GIVE IT YOUR BEST SHOT” PHOTOGRAPHY COMPETITION

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. **Each photo entry must be emailed separately.**

- Division 8** Virtual Fair
- Division 9** Virtual Contests (not during Fair)
- Division 10** Virtual Auctions
- Division 11** Drive-Through Food and Entertainment Events
- Division 12** Community Outreach and Emergency Response Venues



WESTERN FAIRS ASSOCIATION ACHIEVEMENT AWARDS PROGRAM
REGISTRATION FORM

Email form to charlieb1052@yahoo.com by November 18th.

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 Road STE 210, Sacramento, CA 95815

Credit Card Number _____

Expiration Month and Year _____ CVC Code _____

List Entries (Division Number and Title)

Please select your Class:

Division _____

Class 1: Small Fair Less than 50,000 in total fair attendance

Division _____

Class 2: Medium Fair 50,000–150,000 in total fair attendance

Division _____

Class 3: Large Fair 150,000–500,000 in total fair attendance

Division _____

Class 4: Mega Fair Over 500,000 in total fair attendance

Division _____

Class 5: Service Members

Division _____

Division _____

Division _____

Division _____

Division _____