

# WFA 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, 2014 and November 1, 2015**.

**Deadline:** All entries must be registered and postmarked or uploaded by **November 6, 2015**. 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.

**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 CDFR. Class definitions for this program are:

<b>Class 1: Small Fair</b> - Less than 50,000 in total fair attendance	\$20
<b>Class 2: Medium Fair</b> - 50,000–150,000 in total fair attendance	\$40
<b>Class 3: Large Fair</b> - 150,000–500,000 in total fair attendance	\$60
<b>Class 4: Mega Fair</b> - 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.

**Cal Poly Agribusiness students are available once again to assist you in preparing and submitting your entries. Please send an email to [jhildebr@calpoly.edu](mailto:jhildebr@calpoly.edu) or call (805) 756-5418 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 will be accepted through the on-line system **only**. All fees must be paid with a credit card.
- Divisions with the (form symbol) symbol require a Media & Marketing Form. Please complete one form per entry where indicated and submit in the same file as the entry, otherwise your score will be docked.
- ALL entries, except the poster and program divisions, this year will be submitted electronically, no more mounting and mailing!

## ENTRY WRITE-UP INSTRUCTIONS:

 A write-up is required for most divisions (look for the write-up icon). All write-ups MUST be saved as a .pdf before uploading. Each write-up must include division #, class #, and fair name in the upper left hand corner.

For example: Division 28  
New Innovative Use of Technology  
San Diego County Fair

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 2 pages of text 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. Font must be 10 pts. or higher and 1 ½ spaced minimum. Fairs exceeding 2 pages of written text explaining your program will be docked points.

**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:** First, second, third and Best of Shows will receive certificates. Firsts in divisions judged Danish will also receive certificates. First place winners of each class in the Feature Program category 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:

Katie Mueller, Achievement Awards Committee Chair, [kmueller@sdfair.com](mailto:kmueller@sdfair.com), phone 858-792-4245  
Joan Hamill, Achievement Awards Committee Chair, [jhamill@ocfair.com](mailto:jhamill@ocfair.com), phone 714-708-1520  
Entry Support, OC Fair & Event Center, [entries@ocfair.com](mailto:entries@ocfair.com), phone 714-708-1555  
Jacky Eshelby, Cal Poly, [jhildebr@calpoly.edu](mailto:jhildebr@calpoly.edu), phone 805-756-5418

## ENTRY INSTRUCTIONS

**Step 1:** Register your entries and pay your entry fee by November 6, 2015. Visit [www.fairsnet.org](http://www.fairsnet.org) for the link starting in August 2015. Click on the WFA Achievement Awards link and follow the directions. Entry fees must be paid by credit card.

**For Technical Support registering your entries, contact OC Fair Entry Department at [entries@ocfair.com](mailto:entries@ocfair.com) or 714-708-1555**

**Step 2:** Submit your entries electronically (except poster and program divisions). All entries must be received by 11:59 Pacific Time, November 6, 2015.

## Electronic Entries

All entries are required to be submitted ELECTRONICALLY (except poster and program divisions) via Dropbox. All files shared on Dropbox MUST be in a pdf format. NO Word Documents.

**Option 1:** Visit [www.dropbox.com](http://www.dropbox.com) to create a Drop Box account and upload your files:

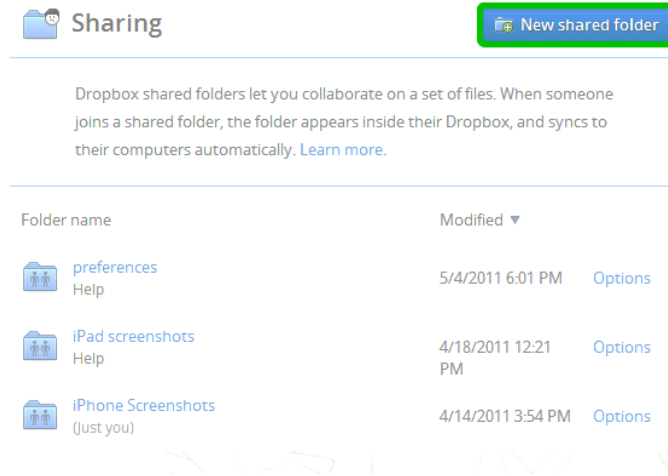
### Share a folder on the Dropbox website

1. Sign in to the Dropbox website

2. Click on **Sharing** from the sidebar on the left
3. Press the button labeled **New shared folder**
4. When prompted, you will invite [jhildebr@calpoly.edu](mailto:jhildebr@calpoly.edu) to share your folder. You may upload all of your entries into one folder.

**VERY IMPORTANT: Save your entry files as a .pdf with your file name in this order: Division #, Class #, Fair Name.**

For Example: *Division 28Class 4San Diego County Fair*



*If you need assistance creating a Drop Box account, uploading your files or anything else, Cal Poly students are here to help. Contact them at [jhildebr@calpoly.edu](mailto:jhildebr@calpoly.edu) or (805) 756-5418*

## Hard Copy Entries

Hard copies must be submitted in the poster divisions (15-16) and the Fair Program Division (19).

Please mail these entries to:

California Polytechnic State University

Attn: Jacky Eshelby

San Luis Obispo, CA 93407-0254

# 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 where the  icon indicates.

**Division 1: Television Advertising** - Submit a commercial via Dropbox. Your Media & Marketing Form must accompany your ad in Dropbox. All entries must be saved as separate files, however only one Media & Marketing form is needed. For ads in a language other than English, a written translation must be provided. Judging Criteria: Creativity, concept, market appeal, quality of production, overall use of medium, results



**1a. Single Television Ad-** Entry not to exceed 60 seconds

**1b. Television Ad Series-** 2 or more ads. Entry not to exceed 2 minutes.

**Division 2: Any Other Video Used to Promote Your Fair** - Did your fair create a video just for the Internet? Entry must be no more than 5 minutes in length and must not have been used as a paid commercial. Submit video via Dropbox. For videos in a language other than English, a written translation must be provided. Judging Criteria: creativity, concept, quality of production, success of promotion.



**Division 3: Radio Advertising** - Audio advertisement used to promote your fair. Audio produced for online, satellite or traditional radio is acceptable. Submit via Dropbox. All entries must be saved as separate files. For ads in a language other than English, a written translation must be provided. Judging Criteria: Creativity, concept, market appeal, production, overall use of medium, results



**3a. Single Radio Ad-** Entry not to exceed 60 seconds.

**3b. Radio Ad Series** – 2 or more ads. Entry not to exceed 2 minutes.

**Division 4: Website** – Judging Criteria: Content, structure and navigation, visual design, functionality, responsiveness to different applications- desktop, tablet, mobile, etc., social integration, interactivity and overall experience.



**4a. Fairtime Website:** Enter your fairtime URL when prompted by Showworks during the entry process. A unique URL for your fairtime site may be submitted. Sites will be viewed and judged online.

**4b. Any Other Fair/Facility Website:** Does your fair have a facility website? Did you create a website for an interim event? Enter your URL when prompted by Showworks during the entry process. Sites will be viewed and judged online.

**Division 5: Newsletter/E-blast** - Submit a newsletter/e-blast used to promote/advertise your fair or facility. Judging Criteria: Design, content, appeal, overall use of medium



**5 a. Printed Newsletter**

**5 b. Electronic Newsletter/E-blast**

**Division 6: Mobile Marketing-** Did your fair develop a website, an app or other marketing specifically for use on smart phones? Please submit the web address or app name as well as screen shots with captions our marketing program to give the judges an idea of how it works. Judging Criteria: concept, content, functionality, visual design, ease of use, interactivity.



**Division 7: Newspaper Ad - Black and White** (only black and white gray screen ads allowed) Judging Criteria: communicates clearly, creative or informative copywriting, graphic design, call to action.



**Division 8: Newspaper Ad - Color Print** (includes any single or full color ad) Judging Criteria: communicates clearly, creative or informative copywriting, graphic design, call to action.



## Section 1 - Media & Marketing (continued)

**Division 9: Magazine Ad** Judging Criteria: : communicates clearly, creative or informative copywriting, graphic design, call to action.



**Division 10: On-Line Advertising-** Submit an ad you used on-line by taking a screen shot(s) of the ad the way it appeared on the internet. Web banners, Facebook, etc. are all acceptable. Do Not Submit an e-blast or other form of e-newsletter here. Judging Criteria: creativity, design, results.



**10a:** Single Ad

**10b:** Ad Series

**Division 11: Outdoor Advertising** - Submit a photo (minimum 300 dpi, file size not to exceed 10 MB) of the actual promotional piece (not just the artwork used). Image should include a caption that includes type of advertisement and location of advertisement. Judging Criteria: Creativity, message, design, overall use of medium



**Division 12: Fair Logo Contest** - Submit a logo (minimum 300 dpi, file size not to exceed 10 MB) used to promote your fair. Judging Criteria: Creativity, concept, appeal, design.

**Division 13: Give it your Best Shot** - Send us a single photo (minimum 300 dpi, file size not to exceed 10 MB) that best represents your fairtime experience. Judging Criteria: impact, composition, originality.

**Division 14: Any Other Advertising Piece** - Submit a picture (minimum 300 dpi, file size not to exceed 10 MB) of any other printed advertising piece used to promote your fair. Examples of past winning entries include table tents, counter cards and branded coffee cup sleeves. Judging Criteria: Originality, effectiveness, design, content creativity.



**Division 15: Fairtime Advertising Poster** – Adhere label on the lower right corner on the back of the poster, per entry instructions. Submit poster in a mailing tube with Media & Marketing form adhered to the back. Judging Criteria: creativity, design, content, impact



**Division 16: Fairtime Commemorative Poster** - Adhere label on the lower right corner on the back of the poster, per entry instructions. Submit poster in a mailing tube with Media & Marketing form adhered to the back. Judging Criteria: creativity, design, impact



**Division 17: Fairtime Innovative Marketing Strategy or Concept** – Describe how your fair used a marketing strategy, campaign or concept to promote/advertise your annual fair. Include examples of visuals such as artwork, promotional pieces and/or advertisements used. Judging Criteria: creativity, originality, impact, design, results



**Division 18: Interim Event Rentals Innovative Marketing Strategy or Concept** – Submit 1 advertising piece your fair created to market your Interim Event Rentals. May be a postcard, digital ad or other. Item must be submitted electronically (scan, take a picture of, etc.). Judging Criteria: content, design, copywriting, impact



**Division 19: Fair Program/Schedule** - Must be a free publication. Submit only one hard copy in the mail. Judging Criteria: content, functionality, visual design, ease of use

## Section 2- Innovations & Management Excellence

**Instructions:** Page limit is up to 2 pages of writing and up to 10 pages of supporting documentation. Line spacing is 1 ½ space minimum. Please read the judging criteria for each category and address in your write up.

**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. It is to your advantage to define quantifiable results as a percentage when applicable. Include intangible benefits such as testimonials from partners, guests, employees or directors as to the benefits/results of the project or activity.

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

**Best New Idea This Year-** Tell us your best new idea or most innovative idea for the following divisions.



Include how the idea was implemented and what it achieved.

**Division 20: Exhibits – Competition** Judging Criteria: Creativity, participation, ease of execution

**Division 21: New Featured Event, Exhibit or Program** Judging Criteria: Appeal, creativity, success of the program

**Division 22: New Children’s Program** Judging Criteria: Appeal to children, overall value, overall success

**Division 23: New Conservation Program or “Being Green”** Judging Criteria: Innovation, adaptability to other fairs/events, net results

**Division 24: Sponsorship** Judging Criteria: Creativity, overall value to fair and sponsor, execution at fair and off site

**Division 25: 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. Judging Criteria: Innovation, creativity, cost effectiveness, how the technology solved a problem for the fair, overall results



**Division 26: New Agricultural Program** - Describe a new agricultural education program designed for the fair-going public. Judging Criteria: Creativity, educational value, overall concept, results



**Division 27: 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. Judging Criteria: Originality, execution, result/benefits to the fair and/or the community



**Division 28: 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 29: 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. Judging Criteria: Innovation, overall concept, success of program



**Division 30: 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. Judging Criteria: Overall program, creativity, innovation, ability of another fair to adapt the concept, overall success



## Section 2- Innovations & Management Excellence (*Continued*)

**Division 31: 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. Judging Criteria: Innovation, execution, benefit to the fair (ie increased revenue, attendance, etc.)



**Division 32: Non-Profits-** Tell us about a successful collaboration, project, program etc. with a non-profit organization. This Division will be judged DANISH.



**32a.** A successful collaboration with an outside non-profit (how your fair helped another non-profit raise funds or promote their cause). Judging Criteria: Creativity, innovation, results to the fair and/or the non-profit. Please note: If you are entering a food drive, it must be entered in this category ONLY.

**32b.** A successful collaboration with your own non-profit or a non-profit benefiting the fairgrounds. Judging Criteria: Creativity, innovation, results to the fair and/or the non-profit

**Division 33: 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. Judging Criteria: Fair’s reaction, public reaction, overall success of the management, lessons learned



**Division 34: Inspiring Collaborations-** Tell us about an important collaboration with an outside entity, corporation, organization, etc. that produced results. Judging Criteria: Support for the collaboration, results/net benefit to parties involved, originality



**Division 35: Guest Services-** What new thing did your fair do to increase guest comfort or provide improved or added customer service? Judging Criteria: originality of idea, adaptability to other fairs, results

**Division 36: Anything Goes-** This is the place for you to enter that outstanding program, remarkable promotion, or innovative idea that just didn’t fit into any other category (not for an additional entry that **could** fit in another category). This Division will be judged DANISH. Judging Criteria: Creativity, innovation, results, ability of another fair to adapt the concept



### 2015 FEATURED PROGRAM

This program will not only be used to recognize outstanding achievement at the Achievement Awards Banquet, but for special programming during the Western Fairs Association Convention.

**Division 37: Special Event/Themed Day/Program Partnership-** How did you work with a partner to create a special event, promotion, themed day or other program that brought in a new audience to the fair, raised additional revenue, served the community in some manner, or promoted an important cause. Both the fair and partner will be recognized at the Achievement Awards Dinner. Judging Criteria: Innovation of program, results of the program (attendance increase, revenue generation, PR, etc.), execution of program