



# 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!

## 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, 2018 and November 1, 2019**.

**Deadline:** All entries must be registered and postmarked or uploaded by **November 15, 2019**. 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.

### Definitions:

**Division:** A division is an award category within each section.

**New:** Something that has not been done at your Fair before or has been significantly changed.

**NEW!:** A new division and/or instruction for the WFA Achievement Awards program

**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 CDFA. 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
<b>NEW! Class 5: Service Members</b>	Current WFA Service Members	\$20

**Judging:** All judges are recognized experts and/or industry professionals in the individual divisions.

**Judging Criteria:** Please see each division for judging criteria.

**WFA Committee members are available to assist you in preparing and submitting your entries.**

Please send an email to [Exhibits@alamedacountyfair.com](mailto:Exhibits@alamedacountyfair.com) or call Rachel Jacobsen 925-426-7611 for 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 and entries will be accepted through the **ShoWorks on-line system only**. All fees must be paid with a credit card.
- A Hard Copy must be mailed in for Divisions 12 & 13. ALL other entries must be submitted electronically through ShoWorks.

## ENTRY INSTRUCTIONS

**All fairs will register and submit entries on ShoWorks.**

Register your entries and pay your entry fee by November 9, 2019. Visit <http://wfa.fairmanager.com> for the link starting August 1, 2019. Entry fees must be paid by credit card.

Submit your entries electronically (except divisions 12 & 13). All entries must be received by 5:00pm Pacific Time, **November 15, 2019.**

### Electronic Entries

All entries are required to be submitted ELECTRONICALLY (except poster and program divisions) via ShoWorks.

### Technical Support

For Technical Support registering your entries, contact Alameda County Fair Exhibits Department at: [Exhibits@alamedacountyfair.com](mailto:Exhibits@alamedacountyfair.com) or 925-426-7611.

Please visit <http://www.westernfairs.org/p/members/awards> for online instructions for step by step guidelines on registration and uploading your .pdf files.

### Hard Copy Entries

Hard copies must be submitted in the Poster & Fair Program divisions (12 & 13) Please mail these entries to:  
Alameda County Fairgrounds  
Attn: Exhibits Office  
4501 Pleasanton Ave  
Pleasanton, Ca 94566

## WRITE-UP INSTRUCTIONS

**All write-ups MUST be submitted using the division forms.**

A write-up is required for most divisions. 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 the 1 page form 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.

**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:** Firsts, seconds, and thirds will receive certificates. Firsts in divisions judged Danish will also receive certificates. First place winners of each class in the Feature Program categories 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:

Rachel Jacobsen, Entry Assistance, Alameda County Fair, [Exhibits@alamedacountyfair.com](mailto:Exhibits@alamedacountyfair.com) 925-426-7611  
Tiffany Burrow, Committee Chair, Alameda County Fair, [tburrow@alamedacountyfair.com](mailto:tburrow@alamedacountyfair.com), 925-426-7668  
Patricia Wallace, Committee Co-Chair, San Diego County Fair, [PWallace@sdfair.com](mailto:PWallace@sdfair.com) 858-755-1161 Ext:2450

# 2019 WESTERN FAIRS ASSOCIATION ACHIEVEMENT AWARDS PROGRAM MARKETING & MEDIA

*Please submit this form for divisions 1-9*

**Fair Name:** \_\_\_\_\_

**Division # and Title:** \_\_\_\_\_ **Class#** \_\_\_\_\_

**Marketing Goal:** \_\_\_\_\_

**Form of Promotion (what type of promotion was it and where did it appear):**

**Who was your target market?**

**What was the reach?**

**What was the ROI or outcome?**

## SECTION 1 - MEDIA & MARKETING

Use the Media & Marketing Form for divisions 1 – 9

This section identifies the best new and traditional media/marketing techniques used to promote your fair. Use the Media & Marketing Form for division 1 – 9. All forms must be saved as separate files for each entry and uploaded to ShoWorks, only one Media & Marketing form is needed per entry (where required). For ads in a language other than English, a **written translation** must be provided.

**Division 1: Television Advertising** - Submit a commercial. Video file allowed up to 70 MB.

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

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

**NEW! 1c. Television Ad Foreign Language** – Entry not to exceed 60 seconds

**Division 2: 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.

**2a. Single Radio Ad**- Entry not to exceed 60 seconds.

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

**NEW! 2c. Single Radio Ad Foreign Language** – Entry not to exceed 60 seconds

**Division 3: Printed Marketing Campaign:** This division is to include: Newspaper Ad - Black and White or Color, Magazine Ad and other printed marketing materials.

**3a. Printed Marketing Campaign** **NEW! 3b. Foreign Language Printed Marketing Campaign**

**Division 4: Outdoor Advertising Campaign** Submit 1 or more photos in a PDF not to exceed 5 pages (file size not to exceed 6MB) of the actual promotional piece(s) (not just the artwork used). Image(s) should include a caption that includes type of advertisement and location of advertisement.

**Division 5: Social Media Campaign** Tell us about a series of posts with a common theme, or a contest or campaign executed primarily through social media. Include up to 5 screen shots with your Media & Marketing Form Submission.

**Division 6: Any Other Advertising Campaign** – Submit 1 or more photos in a PDF not to exceed 5 pages (file size not to exceed 6MB) of the actual promotional piece(s) (not just the artwork used). Entry for any other advertising campaign used to promote your fair.

**Division 7: Interim Event Rentals Innovative Marketing Strategy or Concept** – Tell us what your fair created to market your Interim Event Rentals. May be a postcard, a website, digital ad, etc.

**Division 8: Cultural Marketing Campaign** - This division is to include: Website, Digital Advertising, paid (nonorganic) advertising- can include standard leaderboard, big box, skyscraper or other retail ad banners, rich media, page takeovers or site skins, or boosted social media posts and ads. Judging Criteria: Effectiveness, creativity, results.

**Division 9: Digital Marketing Campaign** - This division is to include: Website, Digital Advertising, paid (nonorganic) advertising- can include standard leaderboard, big box, skyscraper or other retail ad banners, rich media, page takeovers or site skins, or boosted social media posts and ads. Judging Criteria: Effectiveness, creativity, results.

**Division 10: Give it your Best Shot** - Submit a single photo (minimum 300 dpi, file size not to exceed 7 MB) for each area that best represents your fairtime experience.

**10a. Carnival**

**10b. Exhibits**

**10c. Animals**

**10d. Entertainment & Grounds Acts**

**10e. People**

**Division 11: Fair Logo Contest** - Submit a logo (minimum 300 dpi, file size not to exceed 7 MB)

**11a. Fair Logo**

**11b. Year Round Logo**

**11c. Special Event Logo**

**Division 12: Fair Program/Schedule** - Must be a free publication. Mail only one hard copy in the mail.

**12a. Fair Program/Schedule**

**12b. Pocket Program/Schedule**

**Division 13: Fairtime Poster:** Adhere label on the lower right corner on the back of the poster, per entry instructions. **Mail** poster in a mailing tube with Media & Marketing form adhered to the back. You cannot enter the same poster in both categories.

**13a. Fairtime Advertising Poster**

**13b. Fairtime Commemorative Poster**

# 2019 WESTERN FAIRS ASSOCIATION ACHIEVEMENT AWARDS PROGRAM INNOVATIONS & MANAGEMENT EXCELLENCE

*Please submit this form for divisions 14 – 31 & 34*

**Fair Name:** \_\_\_\_\_

**Division # and Title:** \_\_\_\_\_ **Class#** \_\_\_\_\_

**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.

## SECTION 2- INNOVATIONS & MANAGEMENT EXCELLENCE

**NEW!** *Each division in this section requires its own Innovations & Management Excellence Form*

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

- Division 14:** **New Exhibits - Competition** - Creativity, participation, ease of execution.  
**14a. New Animal Exhibit**                      **14b. New Non-Animal Exhibit**
- Division 15:** **New Event, Exhibit or Program** - Appeal, creativity, success of the program.
- Division 16:** **New Children's Program** - Appeal to children, overall value, overall success.
- Division 17:** **New Sponsorship** - Creativity, overall value to fair and sponsor, execution at fair and off site.
- Division 18:** **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.  
**18a. In Marketing**      **18b. In Exhibits**      **18c. For the Fair Patron**
- Division 19:** **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.
- Division 20:** **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 21:** **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 22:** **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.  
**22a. Interim Event**                      **22b. Fair-time Event**                      **22c. Self-Promoted Non-Fair Event**
- Division 23:** **Non-Profits** - Tell us about a successful collaboration, project, program etc. with your own non-profit or a non-profit benefiting the fairgrounds.
- Division 24:** **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.
- Division 25:** **Inspiring Collaborations** - Tell us about an important collaboration with an outside entity, non-profit, corporation, organization, etc. that produced results.
- Division 26:** **Guest Services** - What new thing did your fair do to increase guest comfort or provide improved or added customer service?
- Division 27:** **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 28:** **New Cultural Program** - Innovation, adaptability to other fairs/events, net results.
- Division 29:** **Best New Idea in Maintenance** – Tell us about something new your Maintenance team has added to your Fair.

## SECTION 3 - SERVICE MEMBER PROGRAM

**NEW!** *Achievement Awards competition to be entered by Service Members only.*

*Use the Innovations & Management Excellence form for division 34*

**Supporting documentation:** Should illustrate the project. Photographs, media reports, charts, hand-outs and written testimonials are examples of acceptable forms of supporting documentation (up to 10 pages).

- Division 30:** **Give it your Best Shot** - Submit a single photo (minimum 300 dpi, file size not to exceed 7 MB) for each area that best represents your fairtime experience.  
**30a. Carnival**                      **30b. Food**                      **30c. Commercial Exhibits**                      **30d. Signage**
- Division 31:** **Business Logo** - Submit your business logo (minimum 300 dpi, file size not to exceed 7 MB)
- Division 32:** **Inspiring Collaborations** - Tell us about an important collaboration between one or more service members and one specific Fair.

## SECTION 4 - 2019 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 33: Recruitment and/or Retention Program (Paid Staff & Volunteers)**

Tell how you recruit and reward them, how you train them, etc. Tell us how your Fair is retaining staff and volunteers year over year.

**Division 34: Fair-time Innovative Marketing Strategy or Concept** – Describe how your fair used a marketing strategy to increase attendance at your annual fair. Include examples of visuals such as artwork, promotional pieces and/or advertisements used. Explain the impact and the results.