

Minnesota Federation of County Fairs Communication Contest

Communication Awards Competition is open to any Minnesota County Fair in the following categories:

1. Scrapbooks
2. Promotional Materials
3. Daily Schedules
4. Web Sites (www.address)
5. Enlarged Photos
 - A. Contest and Games
 - B. Animals and Kids (Photo must contain animals and kids together.)
 - C. Entertainment
 - D. General Interest
 - E. Competitive Exhibits
 - F. Signs/Signage
 - G. Foods
6. Premium Book

Purpose: The purpose of this contest is to help each of us advertise and market our fairs. This will give us ideas of what other fairs are doing and provide recognition for those who are doing a great job.

How to enter: Each county fair may have **one** entry in each category. Official entry forms should accompany the entry material. Entry deadline is Friday, January 13, 2012 no later than 4pm. **NO EXCEPTIONS!**

Entries should be brought to the Awards/Registration room on the second floor of the Sheraton Bloomington Hotel by 4 pm on Friday. This will allow judges time to review and judge before the Saturday noon awards luncheon.

Judging: Entries will be judged during the annual convention by a panel consisting of fair directors and advertising/media representatives.

Criteria for judging:

- Motivational
- Informative
- Utilizing a central theme
- Indicative of Creative Excellence
- Appropriate to activities, audience and media used

Awards: First place winners will receive a plaque and will be recognized during the Awards Luncheon.

Category Descriptions

1. Scrapbook: A scrapbook/history of this years fair. The materials may include pictures, newspaper releases and copies of paid advertisements of the fair. Assemble in a scrapbook, label and explain.

- 2. Promotional Materials:** may include one or a group of any materials used to promote or publicize the fair. Such as: Posters, Folders, 3-dimensional, Placemats, Letterhead, Brochures, Display Pieces, etc.
- 3. Enlarged Photo:** Photo to be enlarged to the size of at least **8X10 inches**. Color photos preferred. Pictures should be mounted on a firm backing. Each fair may enter **one** photo in each sub-category.
- 4. Premium Book:** The current premium book, in whatever form explaining how it was distributed.
- 5. Daily Schedule Promotion:** Include examples of each day's schedule, which your fair distributes to the fair visitors as they come into your fair. This should explain the daily activities. May be one or up to the number of days of your fair. Schedules are (suggested) to be placed in page protectors and presented in notebook form with a cover page describing development, use and method of distribution.
- 6. Web Sites:** Include a copy of your website in paper form and on the entry form give your web site address. The judges will be looking at the web sites for judging.

Thank you for sharing your ideas!!!

**Questions on this years contest can be directed to Gail D. Johnson at 763-420-3700
or gaid_johnson@yahoo.com**

**Official Entry Form
Minnesota Federation of County Fairs
Communication Contest**

Entries must be received no later than January 13, 2012, by 4pm and should be delivered to the Registration room on the 2nd floor of the Sheraton Bloomington Hotel.

1. Scrapbooks
2. Promotional Materials
3. Daily Schedule
4. Web Site (www.address)
5. Enlarged Photo
 - A. Contest and Games
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Please print or type:

Category: _____ 2011 Fair Attendance: _____
Name of Fair: _____ City: _____
Contact Person: _____ Phone: _____

Briefly explain the entry as to the promotion, activity, event and/or other information. For example, new exhibit, new flower rack, public information meeting at the fair, improving image of the fair, please write something to help the judges understand your thoughts and goals.

Entry submitted by: _____ Title: _____

**Entries must be received no later than January 13, 2012 at 4 pm.
(Please reproduce the number of entry forms you need.)
Bring your entries to the Registration room on the 2nd floor of the Sheraton
Bloomington Hotel.**

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gaild_johnson@yahoo.com**