

# 2017 Wisconsin Association of Fairs Photo & Media Contest



## Photo Entry Categories:

1. Kids at the Fair photo (main focus on children)
2. People at the Fair photo
3. Special Event or Area at the Fair photo
4. View at the Fair photo
5. Evening at the Fair photo
6. Animals at the Fair photo (main focus on animal)
7. "What's New This Year" photo (We'd like to see what was new to your fair this summer. You may have borrowed an idea from another fair, but if it's new to your fair, submit a photo of it. Let's see how many new ideas our fairs had this year. Please include a short description of the new event/area/idea on the back of the photo. We'll share those details on the display.)

## Media Entry Categories:

8. Fair Poster
9. Fair Brochure
10. Fair Newspaper Ad (single ad, NOT a flyer)
11. Promotional or Advertising Item (one item) i.e.; billboards, placemats, pre-event ribbons/activities, yard signs, freebies, t-shirts, hats, etc.
12. Scrapbook – Scrapbooks are divided into two different categories traditional and digital. Fairs are welcome to enter in both categories.
  - a. Traditional
  - b. Digital

*(Media entries will be separated into two size categories so fairs will compete against fairs of similar size and budgets. The size categories were realigned in 2013.)*

## Rules:

1. Only one entry per category is allowed. Please discuss with your fellow fair members about who will be submitting the photos to avoid duplicate entries.
2. Entrant must be affiliated with a Wisconsin county, district or state fair as a board member, officer or manager for all entries. Associate members with the Wisconsin Association of Fairs are eligible to enter in the photo categories only.
3. Photo or media entry must be from current fair year.
4. Photo must be 5x7 in size or they will be disqualified. Please no borders or mounting the photos to card stock.
5. Photo or media piece may be color or black and white.
6. Media entry must not be mounted. No specified size for media entries.
7. **All entries must be labeled or they will be disqualified.** Please put a label on the back of your entry that includes the category, entrants name and the name of the fair or Associate member business. Entries entered in the wrong category will be disqualified by the committee.
8. All entries, except the scrapbook, must be **postmarked by November 1, 2017.** Scrapbooks should be brought to contest room by noon Monday and must be picked up at the Registration desk by 5 PM Wednesday.
9. Entries will be judged by People's Choice balloting at the Wisconsin Association of Fairs convention in January with the winners announced at the Awards banquet. In addition, we will have a judge from the media industry critique the entries and select two overall winners, one in the large and small categories. Critiques of the media entries will be used for a workshop on Wednesday of convention to help fairs do an even better job on their media materials.
10. Photo entries are non-returnable and become the property of the Wisconsin Association of Fairs and may be used in future promotional materials. Scrapbooks and promotional items may be picked up if wanted. Winners will receive a ribbon and recognition at the banquet and spring newsletter.
11. **Entries (except scrapbook) must be sent to:** Wisconsin Association of Fairs, 5320 County Road F, Merrill, WI 54452.