

2020 Revised COVID-19 IAFE Sponsorship Contest

Sponsored by Etix



Purpose

The purpose and objectives of the Sponsorship Contest is gathering information and sharing with fellow member Fairs. Because of the COVID-19 Pandemic many fairs were unable to operate or did so in a very different “fashion”. The IAFE Sponsorship Committee recognized the traditional IAFE contests were not relevant this year. Despite the circumstances many fairs continued forward with traditional and new sponsorships. Thus, the revised 2020 IAFE Sponsorship Contest. The purpose remains the same:

- Strengthen sponsorship programs.
- Identify ways to be of service to loyal sponsors, and how to connect with new sponsors.
- Recognize fairs which excel in sponsorship continuation, activation and innovation.

How to Enter

All entries must be submitted in digital format on www.iafecontest.com. Please read the following rules and the category submittal forms carefully for entry format and file size limits.

DEADLINE:

All entries must be uploaded by October 1, 2020.

PROCEDURES:

Visit www.iafecontest.com for detailed instructions and to view an instructional video on how to submit your entries. Be sure to have the following 2 pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. 2019 Fair Attendance

Fairs which participated in the 2019 Agriculture Awards program already have an account established with detailed login instructions. If you need assistance please contact Brittney Harper brittneyh@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. **Entries in all the categories are a result of the 2020 fair season**
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit two entries per category. Both entries are eligible for placing.
4. Entries must be submitted using an essay format following the guidelines of:
 - Double-spaced
 - Size 12 font
 - Times New Roman
 - 2 page essay limit + 3 pages supporting material limit
5. Entries must be submitted in digital format for judging. Digital entries must be no larger than 8MB per category file. Compress photos and files in order to meet the file size limitations.
6. Winning entries will be required to send a video (2 minutes or less) explaining their entry. These videos will become property of the IAFE to use as necessary (i.e. at convention, online, etc).

DIVISIONS: (Based on 2019 reported Fair attendance)

1. Fairs with an attendance of up to 100,000
2. Fairs with an attendance of 100,001 - 250,000
3. Fairs with an attendance of 250,001 - 500,000
4. Fairs with an attendance of 500,001 - 1 million
5. Fairs with an attendance over 1 million

JUDGING:

All categories will use the following criteria while ranking entries judging:

- Uniqueness (4 points)
- Adaptability to different size fairs. (2 points)
- Scope and acceptance. (2 points)
- Overall achievement — Left to judges' discretion. (2 points)

Entries will be judged in October by a panel consisting of the Sponsorship Committee, representatives from related organizations and others the IAFE Chair may appoint. Entries will be judged online using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary. All ties will be broken by the current Sponsorship Committee Chair.

AWARDS:

JUDGES' CHOICE AWARD:

Judges will select a "Judges' Choice Award" from winners in each category. The winning entry should be exceptionally original, creative, and innovative. An ideal winner would be a program or concept which may be easily replicated (larger or smaller

format) by any fair or exposition.

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners receive certificates.

CATEGORIES –

Category 1 – Sponsor Exposure

How did you satisfy sponsors during COVID-19? How did you meet their needs when your fair was altered, postponed, cancelled, taken virtually, etc.? Please provide the complete summary. Examples may include virtual exposure, signage, etc.

Category 2 – New Sponsor Outreach

Methods you took to secure a new sponsor in 2020.

Category 3 – Sponsor Communication

Please explain how you communicated with your sponsors during COVID-19. Include: methods of communications, actual messaging, timing, response, etc. to help the judges understand the full situation.