

10th Annual IAFE Innovation in Sponsorship Awards Program

Sponsored by Etix

Contest Entries Due Oct. 1, 2021

All fairs are invited to enter the IAFE Innovation in Sponsorship Awards Program, sponsored by Etix, which recognizes fairs demonstrating excellence in sponsorship activation, retention, and execution at their annual fair.

The Innovation in Sponsorship Awards Program will consist of competition among fairs in three separate categories. The top three entries in each category will be awarded in five separate divisions. Category winners will receive a plaque, and 2nd and 3rd place recipients will receive certificates. In addition, Best of Division winners will be selected by the program judges. All awards will be presented virtually prior to the 2021 IAFE Convention.

The IAFE reserves the right to publish entries in printed publications, on the web site, CDs, and/or videos. All entries will become the property of the IAFE and will not be returned.

Category 1 – Sponsorship Innovation – Fairs must demonstrate a distinct new method or unique approach to sponsorship activation, partnership, or initiative. This category is designed to show how a fair has stepped out of the box to create a unique sponsorship or perhaps given an existing sponsorship a new twist. Entries should include supporting material to meet the judging criteria outlined with special focus on why the entry is innovative.

Category 2 – First Time Sponsorship – As its name suggests, this category is open to sponsorship activations related to companies or brands that have executed sponsorship programs for the first time at the annual fair. Explain the methods you took to secure a new sponsor. Entries should include supporting material to meet the judging criteria outlined with special focus on how the sponsorship was developed and address any challenges/obstacles encountered and how they were handled in creating the sponsorship.

Category 3 – Sponsorship Continuity – In this category, sponsorship activations at the annual fair must have been in place for at least four years and have been renewed at least once. Entries should include supporting material to meet the judging criteria with special focus on: how has the sponsorship been developed and applied during the course of the relationship with the sponsor; what has been done to update/change the sponsorship since its inception; and measurable results or examples of how the sponsorship has been improved over time and how that aided in sponsorship retention.

Category 4 – Sponsor Exposure - How did you satisfy sponsors? How did you meet their needs? Please provide the complete summary. Examples may include virtual exposure, signage, etc.

Best of Division -- Overall Sponsorship Activation -- The judges will select one entry per division from each of the category winners as the winner of the Best of Division Award. A special award will be presented to each of the five Best of Division Award winners.

Eligibility

Only entries from fairs, shows, exhibitions, and expositions, who are a member in good standing with the IAFE, are eligible for entering the awards program.

Purpose and Goals

The purpose of this awards program is to encourage IAFE fair members to share success stories in the world of sponsorships by entering the competition. The goal of the program is to: 1) Help sponsorship professionals learn from the success of others by providing access to these success stories with the IAFE membership. The sponsorship awards program entries will be shared in IAFE publications and the IAFE Resource Library. 2) Provide a competitive forum for members to showcase their sponsorship efforts.

Procedures

Entries must be submitted using the web site www.iafecontest.com. Entries for all categories in the Innovation in Sponsorship Awards must be uploaded to the www.iafecontest.com using the instructions provided on that web site. Entries must be received no later than Oct. 1, 2021.

Entry Format Instructions

Each entry should be submitted in PDF file format. **Each entry should include the essay, and supporting photos/images.** The essay must be double-spaced and may not exceed two pages (A page is defined as 8.5" x 11"). The font size of the essay should be at least 12 pt. or higher. The essay should include information in this order: **Objective** – In the planning stages of the sponsorship – what was the sponsorship campaign designed to achieve? Define the target audience for the sponsorship. **Execution** – Include information about the mechanics and tools used to make the sponsorship successful. How was the sponsorship campaign promoted (social media, mobile apps, advertising etc.)? **Outcome and evaluation** – Relate the results to the original objectives of the sponsorship and provide researched/or measurable results. If the sponsorship campaign is ongoing, please provide results to date. **Category Specifics** – Please address the areas of special focus outlined in the Category descriptions. Indicate why your entry is suitable for this category and what makes your entry innovative, unique, and deserving of recognition.

Each entry should also contain images (photos or graphics). Submissions cannot contain more than eight images and should be a maximum of four images per page (maximum of two pages of images). Images can include snapshots of brochures, social media posts, marketing collateral, or photos relating to the sponsorship campaign. One sentence captions are acceptable on the image page(s) but are not required.

A finalized PDF file entry should have the following items in exact order: An essay (two page maximum) and supporting images/photos (up to eight images – two page maximum). DO NOT embed photos into the essay. DO NOT include a cover sheet. Entries not following these rules will be disqualified.

Fairs may submit two entries into each category. The entry, or entries, you submit must be from your most recent fair.

Judging

Judges will be appointed by the IAFE Sponsorship Committee chair. Judges cannot judge the Fair Division in which they are entered. Entries will be judged online using an evaluation/scoring form.

Judging Criteria — Entries will be judged on the following criteria:

Your entry will be judged on:

- Sponsorship objective and planning 25%
- Sponsorship execution 30%
- Sponsorship evaluation/outcome 25%
- Category suitability 10%
- Photos/Images 5%
- Overall assessment 5%

Fair Divisions

(Based on your previous year's reported attendance)

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

Questions/Information

Contact Brittney Harper at brittneyh@fairsandexpos.com or at 800.516.0313