

2024 IAFE Innovation in Sponsorship



Purpose

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.

All IAFE Member 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 IAFE reserves the right to publish entries in printed publications, on the website, social media, and/or videos. All entries will become the property of the IAFE and will not be returned.

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 instructions.

DEADLINE: All entries must be uploaded by Tuesday, October 1, 2024 by midnight CST!

PROCEDURES: Visit www.iafecontest.com for detailed instructions.

Be sure to have the following 2 pieces of information before visiting the site:

1. **E-mail Address (use to login or signup)**
2. **2023 Fair Attendance**

Fairs which participated in a previous contest program already have an account established with detailed login instructions. If you need assistance, please contact Anna Wilson at annaw@fairsandexpos.com or 800.516.0313.

Guidelines

1. **Entries in all the categories are a result of the 2023 or 2024 fair season.**
2. Each entry must be an original concept or program of the fair submitting the entry.
3. **Fairs may submit two entries into each category. Both entries are eligible for placing.**
4. A specific sponsor/idea/concept may only be submitted in one category.
5. Entries must be submitted in digital format for judging.
6. Submissions may not have previously placed (1st, 2nd or 3rd) in any IAFE Contest.
7. Each form should be submitted as a pdf.
8. Supporting images:
 - a. No more than eight images
 - b. Maximum of four images per page
 - c. Maximum of two pages of images
 - d. Images can include snapshots of brochures, social media posts, marketing collateral, or photos relating to the sponsorship campaign.
 - e. One sentence captions are acceptable on the supporting materials page(s) but are not required.
 - f. Need to be in .jpeg or .jpg format if not submitting in a pdf document.
9. Supporting videos:
 - a. Must submit a link to the video on the entry form. Do NOT embed it into the document
 - b. One sentence captions are acceptable below the link on the form, but are not required
 - c. No more than 2 video links
 - d. Videos must not be longer than 30 seconds in length
10. The IAFE monitors the contest awards and tries to identify incomplete entries; however, the responsibility lies with the submitting organization to ensure their entry is complete. After the contest deadline, the IAFE, and/or committee member will not contact an organization to make revisions or additions to an entry. The judges may move an entry from one category to another within the same contest. Entries will not be moved from one contest to another (i.e. Agriculture contest to Competitive Exhibits contest.)

Divisions

(Based on 2023 reported Fair attendance)

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

If your fair changed divisions from 2023 contest, please let Anna Wilson know immediately at annaw@fairsandexpos.com so she can adjust your division so your entries are correctly entered.

Judging

Entries will be judged in October by a panel consisting of the Sponsorship Committee and others deemed qualified by the IAFE. Entries will be judged online using the criteria outlined with 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 may move an entry from one category to another within the same contest. Entries will not be moved from one contest to another (i.e. Agriculture contest to Competitive Exhibits contest.)

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

- **Sponsorship execution and promotion 25 points**
- **Sponsorship objective and planning 25 points**
- **Sponsorship evaluation/outcome 25 points**
- **Category specifics 10 points**
- **Originality/Creativity 5 points**
- **Photos/Videos 5 points**
- **Overall assessment 5 points**

All categories will use the criteria specified under each category and will be scored by at least three judges using a 100-point scale. Rankings will be determined by score, and all ties will be broken by the judges and/or committee chair.

Judging Criteria Specifics:

1. **Objective** – In the planning stages of the sponsorship, what was the sponsorship campaign designed to achieve and who was your target market?
2. **Execution** – Include information about the mechanics and tools used to make the sponsorship successful.
3. **Promotion** - How was the sponsorship campaign promoted (social media, mobile apps, advertising etc.)?
4. **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.
5. **Originality/Creativity**- Is your entry innovative, unique, and deserving of recognition
6. **Category Specifics** – Indicate why your entry is suitable for this category

Awards

Announcement of how awards will be presented will be available later this year.

DIVISION WINNERS: The highest scored entry in each division will become the Division Champion.

CATEGORY AWARDS: First place winners will receive a plaque; 2nd and 3rd place winners receive certificates available to download on the IAFE Contest Website.

CONVENTION: All qualified entries are welcome to bring their entry to the IAFE Convention in Phoenix in December. If you would like to ship your entry, if you cannot attend convention, it must be at the IAFE office prior to November 1. (Disqualified entries not eligible.)

Categories At-A-Glance

SEE ABOVE FOR COMPLETE RULES AND REQUIREMENTS

Category Number	Category Name	Entry Form
1	Sponsorship Innovation	Yes
2	First Time Sponsorship	Yes
3	Sponsorship Continuity	Yes
4	Sponsor Exposure	Yes
5	Community Impact	Yes
6	In-Kind/Trade Sponsor	Yes

Innovation in Sponsorship Contest Categories

Category 1 – Sponsorship Innovation

DESCRIPTION: 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

DESCRIPTION: As its name suggests, this category is open to sponsorship activations 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

DESCRIPTION: 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

DESCRIPTION: Pick one sponsor. What were the goals of this sponsorship? How did you promote this sponsor and how were the goals met? Please provide the complete summary. Examples may include virtual exposure, signage, etc.

Category 5 – Community Impact

DESCRIPTION: How did your fair work with your community on a joint service project or give back to the community (i.e. Fair sponsoring a community event, fair partnering with an organization to produce a fair event, etc.) This can be an in kind, financial or both sponsorships given by your fair.

Category 6 – In-Kind/Trade Sponsor

DESCRIPTION: Showcase a sponsor who partnered with your fair by contributing in-kind contributions that were budget alleviating or provided a service to your fair that was impactful. Describe the sponsorship and how it impacted the overall fair operations.