

**IAFE INNOVATION IN SPONSORSHIP AWARDS PROGRAM**  
**CATEGORY 1 FORM: SPONSORSHIP INNOVATION (2024)**

*Please provide all information requested on this form in the space allocated (no additional lines and/or pages of explanation). If you cannot do this in the “fillable PDF” format, please print and TYPE your responses.*

**FAIR NAME:** \_\_\_\_\_

**FAIR STATE/PROVINCE:** \_\_\_\_\_

**DIVISION:** \_\_\_\_\_ (see rules, based upon attendance)

**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.*

**Sponsorship Objective:** *In the planning stages of the sponsorship, what was the sponsorship campaign designed to achieve and who was your target market?*

**Sponsorship Execution:** *Include information about the mechanics and tools used to make the sponsorship successful.*

**Category 1, Continued**

**Sponsorship Promotion:** *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.*

**Video Links:** *Please include all YouTube links below and follow these guidelines: One sentence captions are acceptable below the link, but are not required. No more than 2 video links. Videos must not be longer than 30 seconds in length.*