

**IAFE INNOVATION IN SPONSORSHIP AWARDS**  
**PROGRAM CATEGORY 2 FORM:**  
**FIRST TIME SPONSORSHIP (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 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.*

**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.*