

**IAFE INNOVATION IN SPONSORSHIP
AWARDS PROGRAM CATEGORY 3 FORM:
SPONSORSHIP CONTINUITY (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 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 the sponsorship retention.

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.*