

**IAFE INNOVATION IN SPONSORSHIP  
AWARDS PROGRAM CATEGORY 4 FORM:  
SPONSOR EXPOSURE(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 4– Sponsor Exposure:**

*Pick one sponsor. How did you satisfy them? How did you meet their needs? Please provide the complete summary. Examples may include virtual exposure, signage, etc.*

**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.*