

**IAFE INNOVATION IN SPONSORSHIP
AWARDS PROGRAM CATEGORY 6 FORM:
IN-KIND/TRADE SPONSOR (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 6– In-Kind/Trade Sponsor:

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.

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.*