

2022 Communication Awards

PURPOSE:

The Communication Awards are for gathering information and sharing with fellow member fairs.

OBJECTIVES:

- Strengthen agricultural education and awareness programs.
- Identify ways to be of service to exhibitors, the fair-going public and agriculture industry.
- Recognize fairs which excel in agriculture programming and promotion.

HOW TO ENTER:

All entry forms must be submitted to katiweko@yahoo.com no later than October 22, 2022.

Please read the following rules and the category submittal forms carefully.

DEADLINE:

All entries must be pre-entered by October 22, 2022. Entries will be received in person on November 4th, 2022 at convention.

GUIDELINES:

1. Entries in all the categories are a result of your 2022 fair season.
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted). A specific program/event/theme/exhibit may only be submitted in one category.
4. Entries must be submitted using the appropriate category formats.

DIVISIONS: (Based on 2022 reported Fair attendance)

1. Fairs with an attendance of up to 30,000
2. Fairs with an attendance of 30,001 - 75,000
3. Fairs with an attendance of 75,001 – and above

CATEGORIES:

- 1 Newspaper/Magazine Advertisement
- 2 Poster Advertisements
- 3 Promotional Advertising

- 4 Printed Promotional Material
- 5 Advertising Specialties/Merchandise
- 6 Promotion Event
- 7 Premium Book
- 8 Photo series:
- 9 Scrapbook
- 10 Shoe Box Float – “Back to the Future “ THEME
- 11 Successful Non-Fair Event at your Facility produced or co-produced with staff:
- 12 Social Media:
- 13 Sponsorship Innovation:
- 14 Newly established or evolving program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public:
- 15 Agriculture Individual Photo: Livestock (not Equine):
- 16 Agriculture Individual Photo: Horticulture/Crops:
- 17 Agriculture Individual Photo: Equine:
- 18 Agriculture Individual Photo: event:
- 19 Agriculture Individual Photo: Ag Education (4-H/FFA):
- 20 Agriculture Individual Photo: Misc.:

JUDGING:

All categories will use the following criteria while ranking entries:

1. Theme or Goal
2. Promotion of Agriculture
3. Goal Achievement, Participant Reaction
4. Originality
5. Overall Achievement

Entries must be received by November 4th at 4:00 PM. All entries will be judged Saturday, November 5th by noon using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary.

AWARDS:

First place winners will receive a certificate and a ribbon; 2nd and 3rd place winners receive ribbons.

**MARYLAND ASSOCIATION OF AGRICULTURAL FAIRS AND SHOWS
OFFICIAL COMMUNICATIONS AWARDS ENTRY FORM**

Attn: Katie Weishaar

This completed entry form must be received no later than October 22.

Please submit by e-mail to katiweko@yahoo.com

Please Print Clearly Fair/Show: _____

Contact Name: _____ Email: _____

Fair/ Show Divisions-Based on Last Fairs attendance (circle your fair)

- A. Fair/shows with an attendance of 0-30,000
- B. Fair/shows with an attendance of 30,001-75,000
- C. Fair/shows with an attendance of 75,001 and over

Categories (Please place X in entered () by category) "See Rules"

- () **1 Newspaper/Magazine Advertisement** – Submit up to 2 items
- () **2 Poster Advertisements**
- () **3 Promotional Advertising**
- () **4 Printed Promotional Material** – Multi-page Publication, Brochure/Flyer or Series
- () **5 Advertising Specialties/Merchandise**
- () **6 Promotion Event**
- () **7 Premium Book** – electronic/printed If electronic, USB must be submitted
- () **8 Photo series:** A photo series that shows an informative, interesting, or unique scene from your fair's non-animal competitive exhibit classes. No less than 3 photos; no more than 5 photos. Captions are required (limit of 30 words per photo).
- () **9 Scrapbook**
- () **10 Shoe Box Float** – "Back to the Future" THEME
- () **11 Successful Non-Fair Event at your Facility produced or co-produced with staff:** Recognition of a successful non-fair event taking place in the facility which is produced in conjunction with a partner. Event should have taken place in the 12 months prior to the awards judging (which is approximately Nov 1 of the current year). A photo with an attached description must be submitted to enter.

() **12 Social Media:** Must be a "Targeted Campaign" (i.e. Ticket Tuesday, Concert Announcements, etc.). May be over multiple platforms (Facebook, twitter, Instagram, etc). No minimum or maximum number of posts required but must fit within the 2 page limit. Print example of posts.

() **13 Sponsorship Innovation:** DESCRIPTION: 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.

() **14 Newly established or evolving program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public:** DESCRIPTION: Entrants will describe an innovative exhibit, event, program, theme, or competition designed to communicate an agricultural message(s) in an entertaining and/or educational format to the fair guests. Entrants should also explain relevance and detail partnerships involved, resources used, and the success of the program.

() **15 Agriculture Individual Photo: Livestock (not Equine):** DESCRIPTION: Submitted photo should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

() **16 Agriculture Individual Photo: Horticulture/Crops:** Submitted photo should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

() **17 Agriculture Individual Photo: Equine:** Submitted photo should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

() **18 Agriculture Individual Photo: event:** Submitted photo(s) should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

() **19 Agriculture Individual Photo: Ag Education (4-H/FFA):** Submitted photo(s) should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

() **20 Agriculture Individual Photo: Misc.:** Submitted photo(s) should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. The fair name and competition reflected should be included on the mat. Picture should be submitted in a matted 8X10 frame. Plastic sleeves will be provided.

NOTE; MAAFS reserves the right to copy and publish entries in publications, on the website, CD's, Videos, DVD's and/or other promotional media devices.