

**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 beach" THEME or directly related to the theme of your fair.
- 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:** 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: 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.

() **18 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.

() **19 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.

() **20 Video presentation – Why should you come to my Fair?:** Submit a video depicting why visitors would want to come to see your fair. The video should be no longer than 3 minutes. Video must be formatted and loaded to a USB to play from a computer.

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.