

# 2011 VAF COMMUNICATION AWARDS COMPETITION GUIDELINES

## **Judging:**

1. There are three judging groups for all eighteen categories: Fairs with attendance of 7,000 and Under, 7,001 to 30,000, and 30,001 and Over. Please use your attendance from your 2010 fair to determine the entry size for your fair. Your entries will be placed in the size fair that YOU choose.
2. There will be one judge for each of the eighteen categories. He / She will assign a point value in the specific category on a prepared judging form. First, Second and Third place winners will be recognized. The judge's decision will be final.
3. Judge's will use the point value system attached to these guidelines.
4. Judge's remarks concerning your Fair's entries will be available either after the Awards Program or mailed directly to your fair.

## **Category Rules and Limits: All entries must clearly display Fair name. All entries MUST be from your 2010 Fair.**

1. **Billboard:** Submit one photo of your 2010 billboard. Photo is to be a minimum of 4"X6" and must be no larger than 5"X7". No more than one billboard example per fair. Entry photo may be mounted if desired, but the mounting must lay flat and must be no larger than 8 1/2"X11".
2. **Brochure:** Submit one copy of a single 2010 brochure. Brochures may be folded any number of ways, but MUST be one single sheet, printed front and back. Brochures must not be mounted and must lay flat for economy of display space. **NO OFFICERS, DIRECTORS OR LOGOS ARE REQUIRED.**
3. **Magazine:** Submit one copy of an **ACTUAL MAGAZINE** for 2010 containing your entry material or article pertaining to your fair. This should be a publication produced by someone other than your Fair; it is NOT your Premium Book/Catalogue or Tabloid. Your Fair name must be clearly indicated on the front cover; either in actual print or by an affixed label, and the entry material MUST be marked for fast recognition by the judges. Note: no proofs, slicks or photocopies are allowed; **it must be the actual magazine. NO OFFICERS, DIRECTORS OR LOGOS ARE REQUIRED.**

4. **Media Print Scrapbook:** Submit one binder type scrapbook. The binder should be 3-ring binder or post-style scrapbook binder, but must be no larger than 26" X 26". Material in scrapbook must consist of any and all **Media printed advertising material or media printed articles** relating to your 2010 Fair or Fair Operation. Examples of such materials include: Newspaper and Magazine Articles, Media printed ads and Media printed photos, media printed miscellaneous promotional items such as fliers, coupons, gate passes, etc. Submit only actual clippings or inserts; NO proofs, slicks, photographs or photocopies are allowed. Their inclusion will result in **DISQUALIFICATION** of your scrapbook. Scrapbook cover must display Fair name and year. Note: duplication of entry items from other categories will be permitted in the scrapbook. Display methods for the material (**can the viewer actually see / read the contents easily**) will be a prime consideration in judging this category.
  
5. **New Age Fair Scrapbook:** Submit one binder type scrapbook. The binder must be a 3-ring binder or post-style scrapbook binder, but must be no larger than 26" X 26". Material in the scrapbook must consist of any photos or materials relating to your 2010 Fair or Fair Operation. Examples of such materials include: Newspaper and magazine articles, ads, brochures, photos, miscellaneous promotional items such as fliers, coupons, gate passes, etc. Scrapbook cover must display Fair name and year. Note: duplication of entry items from other categories will be permitted in the scrapbook. Display methods for the material (**can the viewer actually see / read the contents easily**) will be a prime consideration in judging this category.
  
6. **Newspaper Ad:** Submit one copy of the actual ad. No proofs, slicks, photograph or photocopies will be allowed. Ads must be mounted on sturdy paper or cardboard, must be no larger than 8 1/2" X 11" and must lay flat for display. **Newspaper name, 2010 publication date and Fair name MUST be clearly shown on the mounting.**
  
7. **Poster:** Submit one copy of your 2010 Fair Poster. Poster must lay flat for display.
  
8. **Tabloid:** Submit one copy of the actual tabloid containing your entry material. This must be advertisement from your 2010 fair. Fair name must be printed or placed on the front cover for easy identification by the judge. This is to be a tabloid-style advertisement for insert in a newspaper or other similar distribution; **It is NOT the Fair Premium Book/Catalogue.** If you enter this item under Tabloid you CAN NOT enter the same item in Premium Book/Catalogue. **NO OFFICERS, DIRECTORS OR LOGOS REQUIRED.**
  
9. **Radio:** Submit one **CD** containing a copy of your 2010 radio ad. CD must be labeled indicating name of Fair and Radio Station that ran the ad. Length of time does not matter. **CURRENT YEAR MUST BE ANNOUNCED!!!**
  
10. **Television:** Submit one **DVD** copy of your 2010 Fair ad or News story. DVD's over three minutes in length will be **DISQUALIFIED.** DVD's must be labeled indicating name of Fair and Television Station that ran the ad. If entry is a news story, airdate must also be clearly indicated. **CURRENT YEAR MUST BE ANNOUNCED!!!**
  
11. **Fair Map:** Submit one copy of the Fair's fairground map or layout in the same format as it is distributed to guests or published on your Fair's Website for 2010. Map should promote events and activity locations of the Fair.

12. **Website:** Submit one printed copy of your Fair's 2010 website. A maximum of twelve pages may be submitted; more than twelve pages will result in disqualification of your website. Home page **MUST** be included. Remaining pages should present the "flavor" of the website. If possible, pages exhibited should illustrate links from "parent" page to "child" page so judges can get an indication of the site's user friendliness. Pages should be in a folder or notebook to facilitate easy access for the judge.
13. **Advertising Merchandise / Specialties:** Submit one sample each of no more than 5 different items used to promote your Fair. Examples: shirts, hats, pins, bumper stickers, etc. **Please Note: Items must be grouped as a unit by mounting on board or stiff backing, placing in a clear plastic bag or organized in an advertising container.** If mounted, display must be no larger than 20" X 24" and must lay flat or stand for display. As in most categories, space is limited. Date is not necessary as some fairs, especially smaller size fairs, use leftovers as carryovers from year to year.
14. **Photographic Essay:** Individual photos of your 2010 Fair must be no larger than 4" X 6". Overall entry must be no larger than 40" X 40". Entry must have Fair name and year clearly stated within the essay. Entry must be mounted for display on an easel. **Fair MUST provide easel for entry display.** It is understood by the judge that many of these photographs will be snapshots taken by fair workers and volunteers. The goal is to tell a pictorial story of your fair rather than to display the work of a professional photographer.
15. **Theme:** Fairs may submit no more than 3 items that best relate the Fair's 2010 theme. Display of these items must require no more than a 20" X 24" space. Larger theme items should be photographed and the photos displayed. If items are photographed, submission **MUST** include a written description of not more than one page explaining the theme and how the entered items fit into that theme. Duplication of entry items from other categories will be permitted in the theme category.
16. **T-Shirts:** Submit only one sample. The T-shirt should be folded in such a way that logos or fair name is visible to the judge. Date is **NOT** necessary as some fairs, especially the smaller size fairs, use leftovers as carryovers from year to year. If the fair name is not a part of the t-shirt, the T-shirt should be labeled with your fair name clearly visible for the Judge. Polo shirts are not considered T-Shirts. Polo shirts may be displayed in one or both of the categories Advertising Merchandise and Theme.
17. **Catalogue / Premium Book:** Submit one 2010 copy of your Catalogue / Premium Book. Submissions will be judged on **INCLUSION of Fair & VAF Officers, Fair & VAF Directors, VAF and IAFE Logos.** Committee chairs, contact information, website, etc are optional. This is **NOT** a scrapbook.
18. **Pageant Book:** Submit one 2010 copy of your Pageant Book. This is **NOT** a scrapbook. **NO OFFICERS, DIRECTORS OR LOGOS ARE REQUIRED**, but may be included in the book. No extra points if included.

**POINT SYSTEM FOR VARIOUS ENTRY CATEGORIES:**

**A. Catalogue / Premium Book**

- |   |           |
|---|-----------|
| 1. Cover (neatness, message, uniqueness, Fair name and year identified) | 15 points |
| 2. Use of photographs and graphics                                      | 15 points |
| 3. Coverage of activities and premiums                                  | 20 points |
| 4. Organization of material (information easy to locate)                | 10 points |
| 5. Quality of printing  | 20 points |
| 6. Uniqueness of presentation   | 5 points  |
| 7. Listing of your local Fair officers                                  | 5 points  |
| 8. Listing of VAF officers/directors                                    | 5 points  |
| 9. Use of VAF/IAFE logo   | 5 points  |

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**100 Total Points**

**B. Pageant Book**

- |   |           |
|---|-----------|
| 1. Cover (neatness, message, uniqueness, Fair name and year identified) | 20 points |
| 2. Use of photographs   | 20 points |
| 3. Organization of material (information easy to locate)                | 15 points |
| 4. Quality of printing  | 30 points |
| 5. Uniqueness of presentation   | 15 points |

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**100 Total Points**

**C. Media Print AND New Age Scrapbook**

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|---|-----------|
| 1. Design (style, neatness, message and / or Theme)           | 30 points |
| 2. Informative  | 20 points |
| 3. Display of Items (can the viewer easily view the contents) | 30 points |
| 4. Creativity   | 20 points |

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**100 Total Points**

**D. Theme AND Photo Essay Board**

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|--|-----------|
| 1. Design                              | 10 points |
| 2. Production (quality and clarity)    | 10 points |
| 3. Use of Color                        | 10 points |
| 4. Informative                         | 20 points |
| 5. Appropriateness of message conveyed | 30 points |
| 6. Creativity                          | 20 points |

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**100 Total Points**

**E. Radio**

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|--|-----------|
| 1. Overall First Impression            | 20 points |
| 2. Production (quality and clarity)    | 15 points |
| 3. Informative                         | 35 points |
| 4. Appropriateness of message conveyed | 10 points |
| 5. Creativity                          | 20 points |

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**100 Total Points**

**F. Brochure, Magazine, Newspaper, Poster, Tabloid, TV, Fair Map, Advertising Merchandise,  
Billboard, Website AND T-Shirts**

- |  |           |
|--|-----------|
| 1. Design                              | 20 points |
| 2. Production (quality and clarity)    | 15 points |
| 3. Use of Color                        | 15 points |
| 4. Informative                         | 20 points |
| 5. Appropriateness of message conveyed | 10 points |
| 6. Creativity                          | 20 points |

**100 Total Points**

**ENTRY INFORMATION**

Entries must be brought to the Communication Awards entry room in the hotel, the location to be announced. We will be accepting entries on **Thursday, January 6 From 5:00 p.m. to 6:30 p.m. and again on Friday, January 7 Beginning at 8:30 a.m. through 9:45 a.m.** **NO LATE ENTRIES WILL BE ACCEPTED!!! NO EXCEPTIONS!** WE **WILL NOT** accept any entry that was not pre-entered on your entry form.

Judging will begin promptly at 10:00 a.m. The room will be closed until judging is complete and ribbons are placed on the entries. We will be awarding First, Second and Third place ribbons. First place winners will be announced during the general membership meeting. Plaques will be presented and pictures made immediately following the meeting. One or two persons from your fair needs to pick up your plaques. We appreciate your fair's entries and your strict adherence and cooperation with all rules.

COMMUNICATIONS AWARDS COMPETITION ENTRY FORMS MUST BE RECEIVED BEFORE NOVEMBER 20, 2010, 5:00 PM at 9749 Old Foxville Road, Warrenton, VA 20186 FOR ELIGIBILITY.

**VIRGINIA ASSOCIATION OF FAIRS 2011 COMMUNICATION AWARDS**

Entries must be received no later than November 20, 2010, 5:00 p.m. NO EXCEPTIONS. If your entry form is not received by this date you will not be allowed to compete. Please mail one copy to: Sandy **Dodson, 9749 Old Foxville Road, Warrenton, VA 20186. Please keep a copy for your records. Please Print Clearly**

2010 Fair Date: \_\_\_\_\_ Fair Website: \_\_\_\_\_

Communication Awards Contact Person: \_\_\_\_\_

Fair Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Fair Phone#: \_\_\_\_\_ Contact Phone #: \_\_\_\_\_

Fair Attendance (please check one): \_\_\_\_\_ 7,000 & Under \_\_\_\_\_ 7,001 - 30,000 \_\_\_\_\_ 30,001 & Over

Categor(ies) Entered (Please check all that apply)

- |       |                          |       |                              |
|-------|--------------------------|-------|------------------------------|
| _____ | 1. Billboard             | _____ | 10. Television               |
| _____ | 2. Brochure              | _____ | 11. Fair Map                 |
| _____ | 3. Magazine              | _____ | 12. Website                  |
| _____ | 4. Media Print Scrapbook | _____ | 13. Advertising Merchandise  |
| _____ | 5. New Age Scrapbook     | _____ | 14. Photographic Essay       |
| _____ | 6. Newspaper Ad          | _____ | 15. Theme                    |
| _____ | 7. Poster                | _____ | 16. T-Shirts                 |
| _____ | 8. Tabloid               | _____ | 17. Catalogue / Premium Book |
| _____ | 9. Radio                 | _____ | 18. Pageant Book             |

Entries may be brought to the Communication Awards entry room in the hotel's, location TBA, on Thursday, January 6 From 5:00 p.m. to 6:30 p.m. and Friday, January 7 From 8:30 a.m. to 9:45 a.m. **NO ENTRIES WILL BE ACCEPTED AFTER 9:45 A.M. FRIDAY MORNING.**

Date Postmarked:

Number of entries:

VAF initials:

