



# 2022 Communication Awards

*Due: October 20th*

Fair Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

2019 Reported Fair Attendance: \_\_\_\_\_

**Categories:** (circle categories submitting entries for)

1. Newspaper Ads
2. Promotional Advertisement- Outdoor
3. Single Brochure/ Flyer
4. Radio Ad
5. TV Ad
6. Social Media
7. Website: \_\_\_\_\_
8. Premium Book Cover
9. Fair Newsletter
10. Unique Advertising Specialties/Merchandise/Souvenirs
11. Agricultural Promotional Event or Program
12. Miscellaneous Use of Technology to Promote Fair

## **Rules**

The Communications Awards consists of competition in 12 categories among fairs, which are divided into three divisions according to attendance. Plaques, for each division, will be awarded to the 1st place winners with 2<sup>nd</sup> place winners receiving a certificate during the awards ceremony during the OFMA Annual Convention.

## Purpose

The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

## Entry Submission Process

Entries may be sent/mailed/delivered to the OFMA Office, with the exceptions being Category 4 (Radio), Category 5 (Television) which need to be a digital file submitted to ofmaform@att.net.

Mailed Entries: **Entries must be received in Stow, OH, no later than the contest deadline, October 20, 2021.** Please submit your shipped entries directly to the OFMA office.

Mail to: OFMA, 5205 Fishcreek Road, Stow, OH 44224.

## General Rules

- Only one entry per category unless otherwise noted.
- All entries should have been used to market a Fair that took place in 2019.

## Judging

- The entries will be judged by fairs of a different division of entries, as well as additional persons from the fair industry. This is left to the OFMA's discretion.
- Judging takes place no later than November 15<sup>th</sup> each year prior to the Annual Convention.
- At the judges' discretion, an entry may be transferred to the appropriate category if a fair has entered it into an incorrect category and the new category has not been judged. This will be done only when doing so will prevent disqualification of the entry.
- Entries will be judged according to the following criteria:
  - Is the Advertising
    - Motivational
    - Informative
    - Indicative of creative excellence
    - Appropriate to activities, audience and media used
    - Utilizing a central theme
    - Indicative of production excellence
- Categories 6, 7, & 12 may be judged online.
- At the discretion of the judges, entries that do not follow the general rules and/or outline/synopsis procedures outlined above will be subject to a point deduction or disqualification.

## Judges' Creative Award

Judges may select, from any entry submitted, a Judges' Creative Award. The item shows creativity, originality, innovation, and superiority to all other entries. The idea or concept should be one that may be replicated (in a larger or smaller format) by any fair. Disqualified entries do not qualify for consideration of the Judges' Creative Award.

## Fair Divisions

(Based on your previous year's reported attendance)

- Division 1 — Fairs with attendance of up to 30,000
- Division 2 — Fairs with attendance of 30,001-60,000
- Division 3 — Fairs with attendance of 60,001 & over

## Miscellaneous

The OFMA reserves the right to publish entries in printed publications, on the website, CDs and/or videos. All submissions will become the property of the OFMA and will not be returned following the contest.

### 1. Newspaper Ad

A category for your advertisement appearing in the newspaper or in a newsprint supplement

#### Submission Rules

- Entry MUST include the following:
  - Ad Limit: 1
  - Actual ad/tear sheet clipped from paper (just the ad itself).
  - Actual publication name and date clipped from paper MUST be with the ad.
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Surrounding editorial or other unrelated advertising
  - Scrapbooks featuring press releases
  - Editorial of any kind, including paid editorial content
  - Premium booklets/lists or ads included in a premium booklet/list
  - Inserts

### 2. Promotional Advertising: Outdoor

A category for your promotional outdoor advertising. Examples include billboards, bus shelters, yard signs, etc.

#### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1
    - Artwork copy
    - Photo of billboard/signage on location - Limit of three photos (one photo is certainly acceptable, but if two photos are needed for a 3 dimension item like a bus shelter or bus wrap that is also acceptable)
  - Acceptable Entry Examples:
    - Billboard
    - Bus shelter
    - Yard sign
    - Car wraps
    - Kiosks

### 3. Single Brochure/Flyer

A category for your Single Brochure/Flyer (Intended for distribution to the general fair going public, free of charge) advertising your event.

#### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1
  - Final product, as it was distributed to fairgoers (artwork, just printed out is not acceptable)
  - Sheet Limit: 1(No staples, binding, etc. May include folds, but MUST fold out into one piece, single sided printed front and back)
- Entry can NOT include the following:(Entries containing the following will be subject to point deduction or be disqualified)
  - Newspapers (continued on next page)

- Newsletters
- E-newsletters
- Media kits
- Poster
- Business to business solicitation piece
- Pieces that are stapled or bound in any way

## 4. Radio

A category for audio advertisements playing on radio stations.

### Submission Rules

- Total running time limit for ALL spots submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
- Example: If entering multiple spots
  - One 30 second spot = 30 seconds total = ACCEPTABLE
  - Four 15 second spots = 60 seconds total = ACCEPTABLE
  - Two 30 second spots and a 15 second spot = 75 seconds total = NOT ACCEPTABLE (will be disqualified)
- Entries to be submitted as a digital file to [ofmaform@att.net](mailto:ofmaform@att.net)

## 5. Television

A category for your commercial advertisements appearing on television.

### Submission Rules

- Total Running Time Limit For ALL Spots Submitted: Maximum of 60 seconds (can be one spot, or multiple, but not more than 60 seconds total for all spots submitted).
- Example: If entering multiple spots
  - One 30 second spot = 30 seconds total=ACCEPTABLE
  - Four 15 second spots = 60 seconds total=ACCEPTABLE
  - Two 30 second spots and one 15 second spot = 75 seconds total=NOT ACCEPTABLE (will be disqualified)
- Entries to be submitted as a digital file to [ofmaform@att.net](mailto:ofmaform@att.net)

## 6. Social Media

A category for your social media campaign.

### Submission Rules

- Entry MUST include the following:
  - Entries are encouraged to include screen shots and supporting documentation of their social media.
  - Screen shot and supporting documentation page limit: 4 (4 front pages, or 2 front and back)
  - Presented in a folder with fastener clips, comb or spiral binding, report covers or bound in another means (no 3-ring binders or use of sheet protectors)
- Acceptable Platforms: Facebook, Twitter, Pinterest, Instagram, YouTube, Snapchat

## 7. Website

A category highlighting your fair's website.

### Submission Rules

- Website must be active
- Provide screen shots from throughout the year of your home page. This will allow the judges to see how the information changes throughout the year & showcases your fair information as well as other events.

- All sites will be judged, using the following criteria
  - Overall appearance/impression
  - Navigability of website
  - Organization of information
  - Use of graphics and other effects (consider how these may affect load time)
  - Website adheres to a consistent theme
  - Website shows creativity
  - Website shows production excellence
  - Does the site have mobile capabilities?
  - Entry MUST include: website address \_\_\_\_\_

## 8. Premium Book Cover

A category highlighting your fair's Premium Books.

### Submission Rules

- Entry MUST include:
  - Item Limit: 1 outside cover only
  - Judged only on front cover
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Full Premium Books will not be accepted

## 9. Fair Newsletter

A category for your fair newsletter.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 3 issues
  - MUST be submitted in PDF or printed format to the OFMA by email at [ofmaform@att.net](mailto:ofmaform@att.net) or mail to PO Box 2625, Stow, OH 44224. November 1, 2021. The PDF or printed Newsletter **must** contain the following:
    - Multiple issues, but no more than 3
    - For PDF/ Digital issue(s): Screenshots including the email header (recipient section with "to and from" information) or web browser showing web address and actual newsletter on page
  - Links/URLs will not be accepted.
- Acceptable Entry Examples:
  - External e-mail/web newsletters
  - Printed versions
  - Eblasts
  - Ebuzz (items published for use outside of the fair and contain information about the fair)

- **Unique Advertising Specialties/Merchandise/Souvenirs**

A category for your fair's unique advertising items that are either given away or sold by your fair.

### Submission Rules

- Entry MUST include the following:
  - Item Limit: 1 (If entering a "set" of something-cards, coasters, etc., the set may be entered as 1 item)
  - Actual sample items used to promote to the fair going public.

- Acceptable Entry Examples:
  - T-shirts
  - Phone holders/ Pop Sockets
  - Stress Ball type items
  - Postcards
  - Placemats
  - Any item used to promote your fair not listed in another category
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - Media kits
  - Items listed under another category

## 11. Agricultural Promotional Event or Program

Category intended for a program or promotional event held during the fair which promotes or educates a broad public audience.

### Submission Rules

- Entry MUST include:
  - Limit 1 event, but can be an event that occurs once, or on multiple days (but must be the same event held daily to promote a specific area/program)
  - Event/ Program may include, but not limited to Scavenger Hunts, Fill in the Blank Questionnaires, Informational posters/ stations around the fair grounds or/ and live demonstrations of different aspects representing agriculture.
  - Event/ Program may be a contest free of charge
  - Entries are to include screen shots, photos or/ and supporting documentation about the event
  - Screen shot and supporting documentation page limit: 4 (4 front pages, or 2 front and back)
  - Presented in a folder with fastener clips, comb or spiral binding, report covers or bound in another means (no 3-ring binders or use of sheet protectors)
- Entry can NOT include the following: (Entries containing the following will be subject to point deduction or be disqualified)
  - 4-H or Open Show Contests
  - Livestock Auctions
  - Any Program or Event not eligible for Fair Goers/ Public Attendees to participate in

## 12. Miscellaneous Use of Technology to Promote Fair

Designed to showcase other ways that fairs are using technology to promote their events. We're seeking innovative and interesting ways you have incorporated technology into your promotions. This category is for items that do not fit into other categories offered. Examples could include podcasts, promotion videos (not regular television commercial), etc. Judges will be fairly flexible with the rules, however, when possible, please follow the rules for the closest category that fits what you are entering.

### Submission Rules

Please submit only one item for this category.

**If it's something you can submit on a USB/Flash Drive, entry MUST include the following:**

- Total running time limit for ALL spots submitted: Maximum of three minutes (can be one spot, or multiple, but not more than three minutes total for all spots submitted).
- Identify the following on the entry:
  - Name of Fair
  - Number of spots
  - Total length of all spot(s)
- MUST be submitted on a USB/Flash Drive, if applicable
- Screen shot/photo of the use of technology - limit of 4