

2016 FAIR PROMOTIONAL BILLBOARDS

THEME: "Fins & Feathers!"

The Calumet County Fair Association will again sponsor the eleventh annual billboard competition to promote the 2016 Calumet County Fair.

Requirements and Rules:

1. **Please notify via email ccfbillboard@gmail.com** with your CLUB NAME as the subject and the following information: 1)name of club, 2)contact person, 3)address, 4)phone number, and 5)where your billboard will be located (**if your location does not have prior approval, points will be deducted**).
2. Each participating club will be supplied with a 4'x8' board to use for this application. Post for display will also be supplied. The board is the property of the Calumet County Fair Association. Most clubs that have participated in the past have their boards. All clubs are encouraged to participate and if you need a board contact Deb Stebane so it can be ready for pickup after June 1st. Board will be available for pick-up at the fairgrounds, please contact Deb Stebane to arrange a pick-up time.
3. Boards are to be in place by July 15, 2016. Each club participating will be responsible for the placement of the board. Please make sure to get appropriate approval for placement abiding by city and/or county regulations on the placement. **In an effort to vary the locations of the billboards, your placement MUST BE APPROVED and if not approved points will be deducted from your score.**
4. Club members are to paint and construct these boards. Leaders and adults are encouraged to help, but please keep in mind that this is a youth project.
5. Keep in mind that your board needs to be simple and to the point. Most people will see these signs as they travel the roadways at 25 - 55 MPH! Your message needs to be conveyed in a split second of viewing.
6. Advertising billboards will be judged on the pre-judging Saturday of the Fair, and results will be posted on the opening day of the fair. Billboards will be judged on the following areas: Overall Artistic Impression, Creative Impression of Theme, Lettering (is it readable), Attractiveness, and Neatness/Quality.
7. People's Choice Award will be voted on via the fair website at calumetcountyfair.com, voting will start on August 1st and proceed until August 31st. A photo of billboard must be submitted by July 15th to ccfbillboard@gmail.com.
8. **The color scheme we are using to promote the fair this year is blue and yellow.**
9. **Requirements**
 - a. **Use "Fins & Feathers!" as the theme.**
 - b. **Words: Calumet County Fair must be included on the board.**
 - c. **Date: Labor Day Weekend**
 - d. **Club name should be displayed on the lower right hand corner and should be no larger than 6" letter in height.**

Prizes

The following prize money will be awarded: 1st - \$125; 2nd- \$105; 3rd - \$85; 4th - \$65. Each club will receive \$25.00 for their participation and special recognition at the fair. Prize money and certificates will be distributed at the annual 4-H Recognition Banquet in November.

Questions contact Deb Stebane 920-850-6826 or ccfbillboard@gmail.com.