



Winnebago County Fair Association (WCFA)

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Phone: (920) 685-3013

Web: winnebagocountyfaironline.com

Venue: Sunnyview Expo Center, 500 E Cty Rd Y, Oshkosh

Good Ole Days & Cool Modern Ways

Aug 3-7 2022



Rodeo • Tractor Pull • Demo Derby • Live Music • Family Entertainment • Animals • Youth Exhibits • Carnival Rides • Food

FOTF/FAIR AMBASSADOR DUTIES (Marketing, Promos & Hosting)

The Fairest of the Fair (FOTF)/Fair Ambassador will work with the FOTF Committee and WCFA Board of Directors to plan a schedule of marketing and promotions to include a variety of the activities listed below as well as ideas the FOTF would like us to consider. The FOTF should plan on doing a mix of activities from each of the categories below from May-August and should be available to attend meetings with the FOTF Committee and/or WCFA Board of Directors as needed. As HOST of the Winnebago County Fair, the FOTF should plan to be available AT THE FAIR/Judging from August 1-7.

NEW! Scholarship Program for 2022

In order to off-set costs associated with Fairest of the Fair position (clothing, mileage, food, time off work, etc) and/or to contribute to the recipient's higher education, the WCFA Board of Directors has instituted a Scholarship for the FOTF.

- Scholarships may be used at the recipient's discretion.
- A scholarship of up to \$500 will be awarded in 2022. The scholarship will be distributed in a minimum of 2 payments (partial payment at beginning of the FOTF term to help off-set summer costs, and a final payment to be disbursed after successful completion of the FOTF county duties).
- The FOTF will sign an agreement with the Winnebago County Fair Association prior to the start of their term. The agreement will outline the terms and requirements for both parties.

The list below includes POTENTIAL marketing, promotion and hosting activities of the FOTF. Prior to the 2022 Contest, FOTF Applicants will be provided with a list of the activities that will be REQUIRED (from the categories below) to earn a scholarship.



Media Interviews

- Omro Herald
- Oshkosh Herald
- Winneconne News
- Oshkosh Northwestern
- Post Crescent
- WOSH AM Radio
- Midwest Commun. (Duke & Jack FM)
- Other Radio?
- TV 5 WFRV, We Are Green Bay:
 - Midwest Farm Weekly
 - Local 5 Morning
- Other TV?

Parades

- Waukau Youth Days Parade & Miss Rural Winnebago Contest
- Neenah/Menasha July 3rd Parade
- Oshkosh 4th of July Parade
- Omro 4th of July Parade
- Eldorado Community Picnic & Parade
- Sovereign State Days Parade Winneconne
- Oshkosh Christmas Parade
- Omro Christmas Parade
- Winneconne Christmas Parade
- Other Parades?

<p>Social Media</p> <ul style="list-style-type: none"> ● Contribute to existing Facebook <ul style="list-style-type: none"> ○ Days of Year Posts (i.e. National Milk Day, National Goat Day, etc) ○ Live Stream from Events ○ Photo Recaps of Events ○ 2022 Fair Theme-related Posts ○ Promotion of Sponsors ○ Exhibitor Recruitment & Deadlines ○ General Fair Promos ● Start new Social Media Presence (Instagram, Snapchat, Blog, etc) 	<p>Host of Winnebago County Fair Aug 1-7</p> <ul style="list-style-type: none"> ● Assistance in Junior Fair shows/judging ● Grandstand Event Introductions ● Vendor Visits & Promotions ● Entertainment Visits & Promotions (Music Village, Family Entertainment, Community Events like Futurity, Meat Sale, etc) ● Announce Events, Activities, Vendors and Sponsors over PA System ● Public Engagement: Greeter at main gate/ticket booth, photo opps, hand out swag/give-aways, milkhouse demos, ag education, fair tours, scavenger hunt, etc.
<p>Community Engagement</p> <ul style="list-style-type: none"> ● June Dairy Month Events w/ Farm Bureau <ul style="list-style-type: none"> ○ Udder Tuggers (early June) ○ Drive-Thru Farm Tour (late June) ● Farm Market Appearances <ul style="list-style-type: none"> ○ Oshkosh (Saturday Mornings) ○ Neenah (Saturday Mornings) ○ Omro (Thursday Evenings) ○ Other? ● Promotional activities to encourage new participation in fair. (i.e. Farmer for a Day) ● Agriculture Education Project ● “Maker” Education Project ● Community Service Project 	<p>State FOTF Contest</p> <ul style="list-style-type: none"> ● Attend Reunion Day Mon. Aug. 8 ● Complete a scrapbook (traditional or digital) of your year as County Fairest ● Complete Application for WI FOTF ● Auction Item & “speech” ● Write radio ad & introduction ● Interview/Public Speaking Practice (as needed) ● Clothing prep per contest dress code ● Attend Contest Jan. 8-12 (tentative) <p>(If the County Fairest is not able to compete, the runner-up will be offered this opportunity. Disbursement of full scholarship will be determined on a case by case basis as scholarship money is intended to help w/ state contest costs.)</p>

FOTF Coordinator: Jen Crowley (920-685-3098 or crowleyview2@gmail.com)

FOTF Committee Chair: Jody Bezio (920-267-2473 or winnebagocountyfairtreasurer@gmail.com)