

Pre-Fair Judging July 29 & 30 • July 31- August 4, 2024 • “Strollin’ the Fair Without a Care”

## Position OVERVIEW

**Thank you for your interest in the Fairest of the Fair (FOTF)/Fair Ambassador Program!**

The Fairest of the Fair (FOTF) is an Ambassador for the County Fair. This is a marketing and public relations position whose purpose is to promote the exceptional variety of opportunities – educational, agricultural, social, cultural and commercial – available at the Fair. This is a **ONE YEAR** position, with promotional responsibilities throughout the year. In addition, the FOTF is the host of the Fair: welcoming guests, appearing at events, interacting with youth exhibitors and engaging ALL fair attendees in activities at the Fair! The FOTF should be passionate about getting the community involved in this great tradition.



### QUALIFICATIONS:

- Be at least 18 years of age on December 31 of the current year (no upper age limit)
- Valid WI driver’s license with an insurable driving record
- Winnebago County resident for at least one year prior to competing (and throughout your term if chosen)  
Note: you may attend school outside of the county during your term as long as you can complete your duties
- Cannot be convicted of any type of felony
- Have skills in (or an interest in learning) public speaking, marketing/advertising and public relations
- Have a passion for (or an interest in learning) about the County Fair or community event promotion

*Note: The FOTF/Ambassador Program is open to both WOMEN and MEN who wish to promote and host the County Fair.*

### BENEFITS - WHAT’S IN IT FOR YOU!

- Final Candidate receives **\$750** (to be disbursed in multiple payments). The Runner(s)-up will be invited to join the Fair Marketing Team as Assistants and will receive **up to \$250** (based on tasks completed)
- Community Service, Volunteer Hours and/or **INTERNSHIP CREDIT** Available
- On-the-job-**MENTORING** from community professionals in: Social Media (primarily Facebook & Instagram), interviewing, public speaking, website (Word Press), photography, marketing-related writing, event planning, Fair & related industries, tourism industry, hospitality, agriculture and more! *This is an excellent opportunity to gain valuable skills in public speaking, marketing/advertising and public relations.*
- **NETWORKING** with a variety of community organizations and local businesses.
- Develop your **RESUME/PORTFOLIO** including creation of marketing/engagement/service campaigns

**ENTRY MATERIALS DUE MARCH 31** Your entry materials include an **Info Sheet, Profile, Photo(s), Question Sheet and a written Radio Ad**. Materials will be used to promote contestants and will be evaluated by the judges.

### CONTEST: APRIL 2024 (Date & Location TBD)

The contest assesses your public speaking skills in front of judges and an audience, as well as your abilities to interact with the public in an informal setting. The contest will consist of interviews with the judges (in private) and speaking in front of an audience including introducing yourself, reading your radio ad and answering impromptu questions.

**Crowning** The “crowning” (or announcement) of the contestant chosen as Fairest of the Fair or Fair Ambassador will happen at the conclusion of the contest/event. Contestants will be invited to an orientation in April (remote or in-person) to help them prepare for the contest.

**Wisconsin Fairest of the Fair Contest** County FOTF will advance to the State Fairest of the Fair Contest held at the Annual Wisconsin Association of Fairs (WAF) Convention January 5-8, 2025. <https://www.wifairs.com/p/about> .