

**2021 CALUMET COUNTY FAIR
PROMOTIONAL BILLBOARD COMPETITION
THEME: "RE-FOCUS ON FUN!"**

The Calumet County Fair Association will again sponsor the 16th annual billboard competition to promote the 2021 Calumet County Fair.

Requirements and Rules:

- 1. Must complete the easy online entry form by June 1, 2021**
 - a. Go to the following website– <https://form.jotform.com/211107049930044>**
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 ccfbillboard@gmail.com.
3. Boards are to be in place by July 15, 2021. 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 will be APPROVED after your entry has been received. If it is not approved you will be notified via email by June 15, 2021.**
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.
 - a. Billboards will be judged on the following areas:
 - i. Overall Artistic Impression
 - ii. Creative Impression of Theme
 - iii. Lettering (is it readable at the speed of the traffic)
 - iv. Attractiveness
 - v. 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 30th at midnight. **A photo of the billboard *MUST* be submitted by July 15th to ccfbillboard@gmail.com. If a photo is not submitted your billboard will not appear in the voting tab on the website.**
8. **The color scheme we are using to promote the fair this year is aqua blue and purple.**
9. **Requirements**
 - a. **Use "RE-FOCUS ON FUN!" as the theme.**
 - b. **Words: Calumet County Fair must be included on the board.**
 - c. **Date: Labor Day Weekend – September 3-6, 2021**
 - d. **Club name should be displayed on the lower right-hand corner and should be no larger than 6" letter in height.**

Awards

Each club will receive \$50 for their participation and will be recognized at the fair.

Prize money will be awarded as follows – no trophies will be presented, each club will receive a certificate:

1st - \$155

2nd - \$135

3rd - \$115

4th - \$95

5th - \$75

6th - \$55

People's Choice - \$25

Participation - \$50

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