



# 2019 Brown County Fair Advertising Contest

The Brown County Fair Association is sponsoring a competition for 4-H Clubs to display their talents by helping to advertise the Brown County Fair.

Each participating club will be given a board to create a sign that will advertise the date of the fair and will be displayed in their community. The signs will be judged and prizes will be awarded. Participating clubs will also be recognized at the fair.

## RULES:

1. Each participating club will be supplied with a 4' x 8' board. Posts for display will also be supplied. The board and posts are the property of the Brown County Fair Association.
2. Boards are to be placed by July 15<sup>th</sup>. Each participating club will be responsible for the placement and removal of the board. **Please make sure to get appropriate approval for placement, abiding by the municipality and/or county regulations on placement.**
3. Requirements:
  - **Words: Brown County Fair** must be included on the board.
  - **Dates: August 14-18**
  - **Website: [www.browncountyfair.com](http://www.browncountyfair.com)** or you can use **[browncountyfair.com](http://browncountyfair.com)**
4. The advertising boards will be judged on the following criteria:
  - Required items present (words, dates and website)
  - Sign Placement (location)\*  
*\*While no extra points are added for doing a 2 sided sign, please keep in mind that if your sign is placed in locations were 2 sides should be done, you may loose points in this area. Example: If you only do one side and place your sign parallel to the roadway it will be hard for traffic to see where as if you would have done both sides and placed your sign perpendicular it would be easier for traffic to see.*
  - Lettering (is it legible and readable from a distance)
  - Creativity (color, design and layout)
5. 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.
6. Keep in mind that your board needs to be simple and to the point. Most people will see these signs as they travel on the roadway at 25-55 mph. Your message needs to be conveyed in a split second of viewing.
7. Photos of the billboards will be on display at the fair. The winners will be announced on Sunday at the fair during the Herdsmanship and Billboard Awards Ceremony.

## PRIZES:

Prize money will be awarded as follows:

1 <sup>st</sup> Place	\$100.00
2 <sup>nd</sup> Place	\$ 75.00
3 <sup>rd</sup> Place	\$ 50.00

Each club that does not place will receive \$25.00 for their participation.

\*\*If a club wishes to keep the same sign they did the year prior and just change the dates, they may do so. However the sign will not be judged and they will be awarded \$10.00 for their participation.