

# Clark County Fair Fair Promotion Contest

Sponsored by the Fair Association

## GUIDELINES

1. Open to all 4-H clubs, FFA chapters, other youth groups and families.
2. Signs must be at least 4' x 6' and no larger than 4' x 8'.
3. Signs must be placed on private land (not the road right of way) and/or permission received from the owner to place sign on property.
4. Signs must be up by July 1, 2021.
5. Signs must include by SIZE of font (Biggest to smallest):
  - A. August 10 - 11 (BIGGEST and BOLDEST) – 10 points
  - B. Clark County Fair – 9 points
  - C. Neillsville – 8 points
  - D. Club/Group Name (SMALLEST) – 7 points
  - E. New Sign Design – 15 points
6. Signs that can be seen coming from both directions should have the fair dates listed on the non-dominant side as well.
7. Signs should be taken down by August 23, 2021



## JUDGING WILL BE BASED ON

1. Following the font size request
2. Ease in reading information from the roadside
3. Creativity
4. Advertising location (high traffic area, good visibility)
5. Youth involvement in creation of the sign (send digital pictures of activity taking place)

## PLEASE SUBMIT

- \_\_\_ A digital image of the sign once it has been placed/along with youth who created sign.
- \_\_\_ Directions to the sign starting from the Clark County Fair Grounds with the best view!
- \_\_\_ Please email by June 30, 2021 to [Lori.Hendrickson@co.clark.wi.us](mailto:Lori.Hendrickson@co.clark.wi.us)

## PRIZES SPONSORED BY THE FAIR ASSOCIATION

\$75 – First Place

\$50 – Second Place

\$25 – Third Place

Winners will be announced in the August CloverLeaf and posted at the Clark County Fair.

