



## 2023 OCONTO COUNTY YOUTH FAIR - BILLBOARD CONTEST

**Purpose:** To give youth organizations a chance to advertise for the Oconto County Youth Fair.

**Eligible:** Any 4-H, FFA, Boy Scouts, Girl Scouts, or other youth organizations that exhibit at the fair.

**Theme:** This year's billboard theme is "Cowboy Boots and County Roots". Get creative and incorporate the theme into your billboard!

### Requirements:

- Billboards must be made on a 4'x 8' sheet of plywood. **\*\*The sheet can be cut and reshaped but can NOT exceed the 4'x8' dimensions. \*\***
- Boards must be fastened to steel stakes
- Must be an "all weather" sign
- Billboards must be displayed in a high-traffic area; such as a major highway in the club or organization's "home area"
- Billboards **MUST** be put up by July 1<sup>st</sup> in order to qualify for prize money.
- **DO NOT BRING YOUR BILLBOARD TO THE FAIR**, instead please submit an 8x10 photo (in a frame that can stand on a table) of your billboard to the Fair Office by Tuesday, August 22<sup>nd</sup>, 2023 at 6:00pm.
- It is the club's responsibility to take down the billboard in a timely manner **AFTER** the fair is over.

### Billboards MUST include the following information:

- Oconto County Youth Fair – August 19 & 24-27, 2023– Gillett, WI
- Horse Show, Dog, Cat and Small Pets Show - Aug 19
- **Theme: "Cowboy Boots and County Roots"**
- FREE ADMISSION
- The fair's website: [www.ocontocountyfair.org](http://www.ocontocountyfair.org)
- **\*\*Your club name MUST be on the billboard (or we don't know who you are!!)\*\***

**Judging:** \*Clubs may enter more than one sign, but only ONE prize will be awarded per club.

- Title & Lettering
  - Must be legible and able to read from a distance
- Message Conveyed
  - All dates and criteria are met; and must be clear and understandable
- Purpose
  - Encourage people to attend the fair
- Creativity
  - Color, design and layout

**Prizes:** All entries that meet the requirements will receive \$25.00

**1<sup>st</sup> Place-\$300 2<sup>nd</sup> Place-\$200 3<sup>rd</sup> Place-\$100 Fairgoer's Favorite-\$100**

**\*\*The winners will be announced and awarded at the Buyer's Banquet\*\***

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## Application Form

**\*\*\*This form MUST be turned in by June 30<sup>th</sup>, 2023 in order to participate\*\*\***

Please mail to: [Oconto County Youth Fair – P.O. Box 502 Gillett, WI 54124](#)

Or email information to: [ocontocountyouthfair@gmail.com](mailto:ocontocountyouthfair@gmail.com)

Club or Organization's Name:

Billboard "Slogan":

Location of Billboard: (please be specific)

Leader/Teacher's contact information:

Name & position:

Phone Number:

Email:

Address:

