

Manitowoc County Fair Promotional Billboards



“Stars, Stripes and Fair Delights”

The Manitowoc County Expo Board is proud to announce the 12th Annual Billboard Competition to promote the 2021 Manitowoc County Fair.

RULES

1. Each participating club will be supplied with a 4ftx8ft board to use. The board is the property of the Manitowoc County Expo. Please contact the Expo Office by **July 1**.
2. Place boards by **July 15**. Each club participating will be responsible for the placement of the board. Please make sure to get appropriate approval for placement of boards and abide by city and/or county regulations and diggers hotline on placement. Boards need to be taken down following the fair and no later than September 4.
3. The boards will be judged and results will be posted at the opening of the fair on Wednesday near the 4-H Food Stand in the Exhibition Building.
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. Your board needs to be simple and to the point. Most people will see these billboards as they travel the roadways at 25-55mph. Your message needs to be conveyed in a split second of viewing.
6. The theme for the 2021 Manitowoc County Fair is “Stars, Stripes and Fair Delights” and the colors Red, White and Royal Blue.
7. Requirements must be included on the board in **written format** and are as follows:
 - A. Manitowoc County Fair
 - B. August 25-29
 - C. Stars, Stripes and Fair Delights
 - D. Club name should be in the lower right hand corner and should be no larger than a 6 inch high letter.
8. Billboards will be judged on the following areas:
 - A. Theme and Colors Creative Impression
 - B. Manitowoc County Fair Legibility
 - C. Fair Dates Legibility
 - D. Travel Appeal at 25-55mph
 - E. Neatness Quality
 - F. Overall Artistic Impression
 - G. Placement of the Board
9. Prizes: The following prize money will be awarded: 1st - \$100, 2nd - \$80, 3rd - \$60, 4th - \$40. Each club will receive \$25 for their participation. To be eligible for the prize money, clubs must adhere to the rules and regulations.

Please notify the Expo Office by **July 1**, if you would like to participate. Please include the following information: Name of club, contact person, address, email, phone number, where your billboard will be located. Please contact the Expo Office at 920-683-4378 with any additional questions or concerns.

Thank you for participating in the annual billboard competition and together we can continue to make the Manitowoc County Fair, Wisconsin’s Blue Ribbon Fair!