

## NEWS RELEASE

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**Big Sky Country State Fair**  
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### **BIG SKY COUNTRY STATE FAIR WINS 12 AWARDS AT IAFE VIRTUAL AWARDS SHOW**

*Bozeman, MT*— The Big Sky Country State Fair is honored to announce they received 12 awards in various categories in the 2021 International Association of Fairs and Expositions (IAFE) Virtual Awards Show. The IAFE Virtual Awards took place on Nov. 18<sup>th</sup> and drew participants from all over the globe. IAFE awards are broken down into five contests; Hall of Communications, Innovation in Sponsorship, Competitive Exhibits, Agricultural Awards, and Non-Fair Facility Usage. Contest are then divided into five division by fair attendance, the Big Sky Country State Fair is in Division One. After submission, entries are judged based upon predetermined criteria set forth by IAFE committees. Judges include industry professionals both within, and outside of, the IAFE membership.

The Hall of Honor Communications contest received 530 entries, showcasing a vast array of promotional tactics used at fairs across the world. There are 13 categories within the communication awards.

Hall of Communications:

Category 4 Double Sided, Multi-Page, or Folder Promotional Ad- 1<sup>st</sup> place.

Category 9 Online Advertisements – 3<sup>rd</sup> place

The Innovation in Sponsorship contest received 89 entries, showcasing a vast array of sponsorship opportunities and recognition. There are four categories within the Sponsorship Innovation Awards.

Innovation in Sponsorship

Category 1 Sponsorship Innovation- 1<sup>st</sup> place

Category 3 Sponsor Continuity – 2<sup>nd</sup> place

Category 4 Sponsor Exposure – 2<sup>nd</sup> place

The Non-Fair Facility Usage contest received 104 entries, showcasing a vast array of promotional tactics used at fairs across the world. There are 16 categories within the Non-Fair Facility Usage Awards.

Non-Fair Facility Usage

Category 2A News print- 1<sup>st</sup> place

Category 2B Single Brochure or Flyer- 1<sup>st</sup> place

Category 2D Printed Promotional Material Specific to Facility Rentals – 1<sup>st</sup> Place

Category 2F Website – 2<sup>nd</sup> place

Category 4B Capital Improvement Plan and Execution- 2<sup>nd</sup> place

The Agricultural Awards contest received 341 entries, showcasing a vast array of sponsorship opportunities and recognition. There are 16 categories within the Agricultural Awards.

Agricultural Awards

Category 6D Agriculture Individual Photo: Rodeo- 3<sup>rd</sup> place

Category 6E Agriculture Individual Photo: Ag Education – 3<sup>rd</sup> place

The Big Sky Country State Fair cannot wait to see what is accomplished next year! The 2022 Big Sky Country State Fair will take place July 20<sup>th</sup>-24<sup>th</sup>. For more information, visit [406statefair.com](http://406statefair.com) or follow us on Facebook or Instagram.

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Big Sky Country State Fair is managed by the Gallatin County Fairgrounds, under direction of Gallatin County. The first fair – called Inter-State Fair – was held in 1902 and morphed over the years to its function today. The Fair serves citizens of Gallatin County and regional visitors from agricultural, urban, rural and tourist backgrounds.