

FOR IMMEDIATE RELEASE: June 12, 2019

On Behalf of the Sanilac County Agricultural Society, I am pleased to announce a new project division for the 2019 Fair Season! With the assistance from MDARD, a billboard division has been created to help educate the community about our new fair dates, increase the public knowledge of our fair, build teamwork and comradery among exhibitors, teach advertising, marketing and construction skills to exhibitors and build relationships throughout our community where potential billboards may be displayed. Billboards that are created this year may be redisplayed in future years.

To help offset the cost of the billboard construction, premiums will be paid to exhibitors (see below premium schedule). We will have two classes this year; the first class will be a billboard highlighting the entire fair week while the second class will be a billboard highlighting the livestock auction. Entire rules can be found below.

Questions: Jonathon Brewer | 810-627-4613

General Rules:

- 1) Any 4-H club can enter a class. Limit 4 NEW entry per club.
- 2) Billboard needs to comply with all 4-H rules, code of conduct, ethics, etc.
- 3) Billboards must be at least 3' tall and 5' wide but are encouraged to be larger.
- 4) Billboards must be made of a permanent material such as plywood, paint, etc.
- 5) **Billboards advertising the fair week must include name of the fair, dates and location of the fair.**
- 6) **Billboards advertising the Livestock Sale must include the name of the Event, the Date and the Location of the Event**
- 7) Billboards must be posted in a prominent location in the county and very visible by passing cars, by July 15th. They must be positioned in accordance to local law, on private property, with permission from the property owner. Billboards must be taken down within two weeks from the close of the fair or award will not be paid.
- 8) Billboards will be judged on creativity, design and their effectiveness in promoting the fair, i.e. if they are in a location where many people will be able to see them.
- 9) Clubs need to submit a billboard registration form for new boards. Include one picture of the billboard after it has been posted showing it clearly, and its location, to the fair office by 4 p.m. on July 15th. Forms are available at the fair office and on the fair website.
- 10) Winners will be announced during fair week.
- 11) Billboards from previous years may be used again if they are still in good shape. The dates will need to be changed. Rehangs will receive a \$25 premium paid on each re-hang, but will not be eligible for the placing in the current year's awards.
- 12) All entries must fill out an online entry to be paid an Award.

Placing	Class 1: Fair	Class 2: Livestock Auction
1	\$175	\$175
2	\$150	\$150
3	\$125	\$125
4	\$100	\$100
5	\$75	\$75

All Other New Billboards: \$50

All Re-hangs: \$25

2019 Sanilac County Fair Billboard Entry Form

entries must be set – up by 4pm on July 15th

Club Name: _____

Contact Person: _____

Contact Number: _____

Class Entered (Circle One)

Class 1: Fair Week

Class 2: Livestock Auction

Billboards advertising the fair week must include name of the fair, dates and location of the fair.

Billboards advertising the Livestock Sale must include the name of the Event, the Date and the Location of the Event

Location of Display

Picture of Display



Certification: I certify that this entry complies with the rules listed for the Billboard division.

Signature: _____ Date: _____