## **Highland County Fair Earns Honors at VAF Convention**

Website Receives First Place and Best in Show



The Virginia Association of Fairs (VAF) convention was held on January 4<sup>th</sup> through 7<sup>th</sup>, 2024, in Williamsburg, Virginia. During the convention, VAF members come together for an annual meeting, educational workshops about how to improve events, and a large trade show displaying various entertainment companies and entertainers. It's also an opportunity for VFA to raise money for their multiple scholarships and to showcase Communication Awards winners.

The VAF distributes Communication Awards based on how individual fairs advertise and market their events. Categories range from brochures, booklets, photo essay boards, radio ads, websites, and more. There are 21 categories in all, and ribbons are awarded for first through third places. Additionally, individual fairs accumulate points based on ribbons won as well as contest participation, ultimately determining the Conference's Overall Winner. VAF also selects Best in Show recipients from the first-place winners of each division. Highland County is in Division I, which encompasses events with 0-7000 attendees. Division II are fairs with 7001-30000 attendees, and Division III are 30001 attendees and over.

Highland entered the categories of: Fair Scrapbook, Logo, Newsletter, Poster, Premium Book/Catalog, Tabloid, Newspaper Ad (black and white), Radio Advertisement, Theme, Promotional Advertising, Merchandise, Website, and Facebook Campaign.

Highland's website won first place and BEST IN SHOW in its division! Check out our AWARD WINNING website at <a href="https://highlandcountyfairva.com">highlandcountyfairva.com</a>, and if you see



Dorothy Stephenson, give her and her business Sundance Media & Design a big shout out!

The Highland County Fair also came home with second place ribbons in our division for best scrapbook, theme, black-and-white newspaper ad (in The Recorder), and best Facebook campaign. We won third place for best radio ad (aired by Allegheny Mountain Radio), best premium book, and best tabloid (premium book and tabloid created by The Recorder).

We hope to bring home lots more first place ribbons next year!

Learn more about the Virginia Association of Fairs, Inc. at <a href="https://www.vafairs.us/">https://www.vafairs.us/</a>



