

## The Dane County Fairest of the Fair Position

As the official ambassador of the Dane County Fair some of the activities that the Fairest of the Fair may participate in are; making promotional visits to area businesses, promoting agriculture at Cows on the Concourse, attending the Dane County Breakfast on the Farm, be in parades, and make school visits to promote the Dane County Fair.

The Dane County Fairest of the Fair can be an exhibitor at the Dane County Fair and serve as Fairest at the same time.

We invite you to take the time to complete an application for the opportunity to represent Dane County by becoming the 2020 Dane County Fairest of the Fair.

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For more information  
and an application, please contact:

Pam VanderSanden  
[Danectyfairest@gmail.com](mailto:Danectyfairest@gmail.com)  
(608) 206-4968

## Requirements of the Dane County Fairest of the Fair

- Be at least 18 by January 1, 2021
- Have a valid Wisconsin driver's license
- Attend the crowning ceremony the second Saturday in June at the Dane County Breakfast on the Farm
- Be available to commit to attending at least 15-20 promotional events throughout Dane County and beyond between April 2020-March 2021
- Be available during the entire week of the Dane County Fair
- Be able to attend the Wisconsin Association of Fairs Convention and participate in the Wisconsin Fairest of the Fairs competition in early January of 2021



**Cows on the Concourse**  
Heidi Droster 2019 Fairest of the Fair

# Dane County Fair Fairest of the Fair Program



**Heidi Droster**  
2019 Dane County Fairest of the Fair

## The Dane County Fairest of the Fair Program

The Dane County Fairest of the Fair program enables an applicant age 18 and over to serve as the official ambassador of the Dane County Fair. The Dane County Fairest of the Fair will attend festivals and celebrations around Dane County to promote the Dane County Fair. The Fairest will also be active daily at the Dane County Fair to present awards, conduct onsite interviews, serve as the ambassador of the fair, and provide a constant source of pride to the Dane County Fair.

Whether an applicant is pursuing a career in public relations, marketing or simply has a deep passion for the Dane County Fair, the position of the Fairest of the Fair is a fun-filled, exciting, and character enhancing experience.

### The Dane County Fairest of the Fair receives a financial scholarship.

## Application Process

Completed Dane County Fairest of the Fair applications can be submitted to:  
[Danectyfairest@gmail.com](mailto:Danectyfairest@gmail.com)

**2020 Dane County  
Fairest of the Fair  
Application Deadline:  
Postmarked or electronically  
received by  
MARCH 13, 2020**



2019 Fairest of the Fair **Heidi Droster** and  
2018 Fairest Hannah Statz

## Schedule for the Fairest of the Fair

MARCH 13, 2020  
Applications postmarked or electronically received.

March 29, 2020  
Interview with the judges (may include sample radio spots, announcements, and questions). Selection of the 2020 Dane County Fairest of the Fair.

JUNE 6, 2020  
Cows on the Concourse

JUNE 13, 2020  
Dane County Breakfast on the Farm

JULY 16-19, 2020  
Attend the Dane County Fair daily for a variety of promotional activities. Attend additional local parades and festivals.

AUGUST 2020  
Attend the Wisconsin State Fair for the Fairest of the Fair Reunion Day.

JANUARY 2021  
Attend the Wisconsin Association of Fairs Convention and participate in the Wisconsin Fairest of the Fairs competition.

April 2021  
Attend the Dane County Fairest of the Fair selection banquet and prepare contestants to be the new Dane County Fairest of the Fair.