



Alberta Association of Agricultural Societies

PROVINCIAL MARKETING AWARDS

2026



GUIDELINES & CRITERIA



The Marketing Awards Contest is held annually during the AAAS Convention. Attendance during the convention is not a requirement to enter the contest; however winners will be announced and presented with their awards at Convention.

CATEGORIES

6



PROMOTIONAL POSTERS



FAIR BOOK / EVENT PROGRAM COVERS



NEWSLETTERS



WEBSITE



SOCIAL MEDIA



VIDEO PROMO

Check out the 6 categories, guidelines and judging criteria and then enter to see how you do against other Agricultural Societies in the Province!!

Prizes are awarded in each class as follows:

1st Place - \$75 + Ribbon & Certificate

2nd Place - \$50 + Ribbon & Certificate

3rd Place - Ribbon & Certificate

****Please submit your entry no later than October 31, 2025****

Entries are for events during the time period of November 1, 2024 – October 31, 2025

Entries submitted after the deadline will not be judged

**** Please include your Ag Society Name as well as which Class # you are entering****

email your submissions to awards@albertaagsocieties.ca

Alberta Association of Agricultural Societies (AAAS) Marketing Awards Contest Guidelines & Criteria



CATEGORY 1: PROMOTIONAL POSTERS

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 1A: Attendance under 500 people

CLASS 1B: Attendance over 500 people and under 5,000 people

CLASS 1C: Attendance over 5,000 people

SUBMISSION RULES: Only one entry will be accepted from each organization per class in this category. There are no criteria for size of poster being submitted.

Must be submitted in PDF format only, (no .jpeg or .png files).

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional Impact - 25 points
 - Immediate impression
 - Required information present such as what, when, where, name of ag society, and where to go for more information.
2. Creativity & Originality - 25 points
 - Creative typeface and font choice/usage
 - Creative image and color choices
3. Appropriate to Event & Audience - 15 points
 - Cohesive theme throughout
 - Connection to audience has been considered
4. Clarity & Legibility - 20 points
 - Image and text size are not too big or too small
 - Correct spelling and grammar
5. Technically sound - 15 points
 - Must be submitted in proper print format PDF only. Minimum size is 8 ½ x 11
 - No fuzzy images or text
 - Overall layout displays text hierarchy, margins and alignment

OUT OF 100 POINTS



CATEGORY 2: FAIR BOOK COVER / EVENT PROGRAM COVER

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 2A: Attendance under 500 people

CLASS 2B: Attendance over 500 people and under 5,000 people

CLASS 2C: Attendance over 5,000 people

SUBMISSION RULES: Only **one** entry will be accepted from each organization in each class in this category. There are no criteria for the size of cover being submitted.

Please include a PDF of entire Fair Book or Program Book, only the cover will be judged.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional Impact - 25 points
 - Immediate impression
 - Required information present such as what, when, where, name of ag society, and where to go for more information.
2. Creativity & Originality - 25 points
 - Creative typeface and font choice/usage
 - Creative image and color choices
3. Appropriate to Event & Audience - 15 points
 - Cohesive theme throughout
 - Connection to audience has been considered
4. Clarity & Legibility - 20 points
 - Image and text size are not too big or too small
 - Correct spelling and grammar
5. Technically Sound - 15 points
 - Must be submitted in proper print format (i.e. PDF).
 - No fuzzy images or text
 - Overall layout displays text hierarchy, margins and alignment

OUT OF 100 POINTS

Alberta Association of Agricultural Societies (AAAS) Marketing Awards Contest Guidelines & Criteria



CATEGORY 3: NEWSLETTERS

The purpose of this category is to improve the newsletter program of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 3A: Distribution of 250 or less per issue

CLASS 3B: Distribution of over 250 and less than 500 per issue

CLASS 3C: Distribution of over 500 per issue

SUBMISSION RULES: Submit a copy of your newsletter. Please include a synopsis (no more than 1 page) of the following information:

- How many copies of the newsletter are distributed per issue?
- To whom is the newsletter distributed? Ag Society Members, community members, other community organizations, government (ie: municipal gov't or local MLA/MP), etc.
- What is the schedule of printing/release? How often is the newsletter released? (Spring, Fall, Events, etc.)
- How is the newsletter produced? Generated from a word processor and copied, printer set and printed, word processor and pdf'd, e-newsletter (what program was used)

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Content of information – 25 points

- Event announcements and/or recap, executive reports or messages, guest contributors, contact info present.

2. Presentation/Appearance – 25 points

- Easy to read and follow
- Attractive layout with use of margins and text hierarchy
- Good use of things like ad space, graphics, quality images

3. Clarity and Legibility – 25 points

- Appropriate typeface and text size

4. Timelines and Applicable Content – 25 points

- Timely distribution
- Timely reporting/event recap
- Timely announcements for upcoming events/news

OUT OF 100 POINTS

Alberta Association of Agricultural Societies (AAAS) Marketing Awards Contest Guidelines & Criteria



CATEGORY 4: WEBSITE

The purpose of this category is to improve and promote the use of websites of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 4: All entries in this category will be judged as one class

SUBMISSION RULES: Please include the web address of the site you wish to be judged on. Sites will be judged LIVE, so the site being judged must be active.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Navigability – 25 points
 - Intuitive, organized
2. Overall appearance – 25 points
 - Cohesive theme throughout
 - Creativity
3. Technical – 20 points
 - Graphics and/or video formatted to proper dimensions for optimal load time
 - Quality images/media
 - No broken Links
4. Content – 15 points
 - Website shows current content
 - Up to date contact info
5. Is the website mobile friendly – 15 points

OUT OF 100 POINTS



CATEGORY 5: SOCIAL MEDIA

The purpose of this category is to improve the way Agricultural Societies use social media and to provide recognition of those organizations doing an outstanding job.

CLASS 5A: Following of less than 500 (combined platforms)

CLASS 5B: Following of more than 500 and less than 2500 (combined platforms)

CLASS 5C: Following of more than 2,500 (combined platforms)

SUBMISSION RULES: Please include the username, hashtag, url for each platform that is being judged in the social media category. Entries will be viewed live during the judging. All platforms should be incorporated into one single entry in the social media category (i.e. if an organization has 250 followers on their Facebook page and 550 Instagram followers the organization would enter class 5B more than 500 followers.

Submit an outlined synopsis (may also include screen shots and supporting documentation for each medium) detailing the overall social media campaign.

- Goals
- The Platforms/Mediums used (Facebook, Twitter, Pinterest, You Tube, etc.)
- The target audience
- Results of the social media effort.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Identity – 25 points
 - Account appropriately named and easy to find
 - Contact information is easy to find
2. Overall Appearance – 25 points
3. Information – 25 points
 - Regular posting
 - Informative posting
 - Creative/engaging posts
 - Content is relevant to the community and ag society
4. Technical – 25 points
 - Posts use proper social media dimensions and file sizes

OUT OF 100 POINTS



CATEGORY 6: EVENT / ORGANIZATION VIDEO PROMO

The purpose of this category is to show an informative, interesting, or unique display of pictures from the Agricultural Societies events and organization.

CLASS 6: All entries in this category will be judged as one class

SUBMISSION RULES:

Only one entry per organization in this category

Video should be no more than 2 minutes in length

Needs to be submitted as a .mov or .mp4 file

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Variety ____/ 20 points
2. General Appeal ____/ 20 points
3. Creativity ____/ 30 points
4. Quality and composition of photo's ____/ 30 points

TOTAL POINTS FOR THIS CATEGORY IS 100 POINTS

* If entry does not meet criteria, 20 Points will be deducted from the overall score.