

Sports & Entertainment

Wilson County Tennessee State Fair receives prestigious International Association of Fairs and Expositions Awards

DECEMBER, 13, 2024- After witnessing the largest attendance in the history of the fair, the 2024 Wilson County – Tennessee State Fair shared their documented success and competed for honors against Fairs from around the world in the Annual IAFE Awards. The fair has spent months assembling entries that document every aspect of the fair from its theme to sponsors, events, activities, educational programs, innovative competitions and exhibits along with activities that take place on the grounds outside of the actual fair dates.

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Award Show. The Wilson County – Tennessee State Fair received a total of 32 awards in five different categories including 7 first place winners and one Best of Division Award.

The IAFE, based in Springfield, MO, is a voluntary, nonprofit corporation serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions and began in 1885 with a half-dozen fairs. Today, the IAFE represents more than 1,100 fairs worldwide and more than 900 members from allied fields. Throughout the years, the IAFE has remained true to its purpose of promoting and encouraging the development and improvement of agricultural fairs, shows, and expositions.

Agriculture Awards:

- 1st Place—Evolved program/exhibit at fair which promotes agriculture to the fair-going public: The Farm to Table Dinner fundraiser for Blue Ribbon Youth Development.
- 2nd Place - Unique exhibit/promotion/special event/community engagement/competition show-



The Wilson County-Tennessee State Fair team (left to right) David Hale, Lanah Hale, Shari Bazydola, Terry McPeak, Helen McPeak, Anna Cate Kulas, Phyllis Webb and Johnnie Webb showcased the 1st place and Best of Division awards the Fair received at the IAFE Convention in Phoenix, AZ, during December 1-4, 2024.

cased during the year: Dairy Processors Products Competition.

- 2nd Place—Agriculture Individual Photo (Equine): A young cowboy prepares for the Youth Horse Showdown.
- 2nd Place—Agriculture Individual Photo (Rodeo): Young exhibitor displays speed, adrenaline and skill during the pole bending competition.
- 3rd Place—Agriculture Individual Photo (Ag Education): A young girl learns the art of honey production.
- 3rd Place—Agriculture Individual Photo (Misc.): FFA students showcase antique tractors.

Communication Awards:

- 1st Place— Social Media: “Fair Food Fantasy” social media campaign.
- 2nd Place—Online Advertisements: Instagram Ad for fair as “Best 10 Days of the Year”

Competitive Exhibits Awards:

- 2nd Place —Use of Theme Throughout Multiple Divisions of Competitive Exhibits: “Sow the Fun! Harvest the Memories!” & “Year of Wheat and Small Grains” Fair Theme and Agriculture Commodity.
- 2nd Place —New Division of Competition: Home Brewing Competition.
- 2nd Place – Display Method and/or Prop: Wine Show Display and Prop Wall.
- 2nd Place —Competitive Exhibits (Photo Series): Apple Pie Contest.
- 2nd Place —Creative Display (Single Photo or Photo Series): Wheat and Small Grains Education.
- 2nd Place —Competitive Exhibits Event/Contest/Activity Occurring During the Year: Shutterbug Photo Contest in The Tennessee Magazine.

- 2nd Place—Any Other Competitive Exhibits: FFA Tractor Driving Competition.
- 3rd Place — Strategy or Tactic to Engage Overall Competitive Exhibits Participants: Social Media Videos featuring The 2023 Fairest of the Fair.

Non-Fair Facility Usage Awards:

- 1st Place—Printed Promotional Material Specific to Non-Fair Facility Usage or Rentals Division: Fiddlers Grove Historic Village 2024 Events Brochure.
- 1st Place—Facility Partnerships: Absolute Kubota in Lebanon, TN.
- 2nd Place—Non-Fair Event Designed to Educate: BeHealthy Kids Summer Gardening Camp.
- 2nd Place—Other: Unique Marketing Tactic: Christmas in

the Grove and Barn Sale.

- 2nd Place—Capital Improvement Plan and Execution: Hale Moss Exhibit Building.
- 3rd Place — Successful Non-Fair Event at your Facility produced or co-produced by Facility staff: Fiddlers Grove Volunteer Appreciation Dinner.
- 3rd Place — Non-Fair Event designed to Support a Non-Profit: Fiddlers Grove annual Pioneer Days Celebration.
- 3rd Place — Video Used to Promote Your Facility: Fiddlers Grove promotional video featuring 2023 Fairest of the Fair.
- 3rd Place — Social Media (Facility Specific): Fiddlers Grove Opening day Celebration.
- 3rd Place — Facility Beautification Project: 4-H and FFA Building Interior Completion.

Sponsorship Awards:

- 1st Place—First Time Sponsor-

ship: Rackley Roofing

- 1st Place—Sponsor Exposure: Big Machine Music City Grand Prix
- 1st Place—Community Impact: Empower Me Center Special Needs Day at the Fair
- 2nd Place—Sponsorship Innovation: Associated Wholesale Grocers
- 2nd Place— Sponsor Continuity: Farm Credit Mid-America

2024 Overall Award Winners:

- Best of Division Four – Sponsorship

The 2025 Wilson County-Tennessee State Fair will take place in Lebanon, TN, from August 14-23, 2025.

“We’ll see YOU at the Fair!”

