



First Impressions Application Form 2025

What is the first impression your visitors have of your fair?

Is it great or could it use some tweaking?

Is there great signage showing them how to find your fair and attractions within the fair? Do you have interesting entertainment and is there something for everyone?

Does your venue promote agriculture and Rural Ontario?

Is your venue accessible and hazard free?

Are there lots of food choices and do you have ample parking?

If you are interested in knowing what your fair's 'first impression' is, then you should consider participating in the "**OAAS First Impressions**" program. This unique program offers the opportunity to look at your fair through the eyes of others.

It is a tremendous chance to identify areas for improvement that will enhance your guests' experience at your fair.

- We all know that first impressions are the ones that last and become memories. Help your fair create positive lasting first impressions by participating in this unique program.
- Agricultural Societies are paired with another fair. A team from each Agricultural Society visits the other's fair and evaluates specific characteristics based on the visitors' "first impressions"
- The feedback from these visits validates the areas the society is doing a terrific job and identifies areas for improvement.
- It identifies areas where you might grow your fair.
- This program builds strong relationships among fairs and fair boards and gives concrete information to support strategic planning.

Complete the application form available on OAAS website, under the Ag Society tab.

<https://ontarioagsocieties.com/agricultural-society-info/first-impression-strategic-planning-program>

Email: firstimpressions@oaasfairs.com



Application Deadline: May 15, 2025

Presentations must be completed by December 1st, 2025 for reimbursement of your participation fee.

Name of Fair: _____
Name of Agricultural Society: _____
Fair Dates for 2025: _____
District: _____
Contact Person 1: _____
Address: _____
Postal Code: _____
Email Address: _____
Phone Number: _____
Contact Person 2: _____
Address: _____

Postal Code: _____
Email Address: _____
Phone Number: _____
Number of Days Fair Held: _____
Attendance at Fair: _____
Fair Start Date and Time: _____
Fair Closing Date and Time: _____

Please mark off all the following categories that apply to your fair:

Livestock

Livestock classes: Yes No
4-H Show: Yes No

Homecraft

Hall Exhibits: Yes No Other: _____

Entertainment

Tractor/Truck Pull/Demolition Derby: Yes No
Midway: Yes No
Commercial Vendors: Yes No Other: _____

A participation fee of \$226.00 (\$200.00 + HST) is payable to the "Ontario Association of Agricultural Societies" when you submit your application send payment to: **OAAS 1911 Foxboro Stirling, Rd R.R.# 4 Stirling, ON K0K 3E0**. Once you have been paired with another fair and you do not participate, there will be no refund. **Presentations must be completed by December 1st, 2025 for reimbursement of your participation fee.** In addition to the participation fee, each society will be responsible for providing passes to the visiting fair volunteers as well as their own travel costs, photocopying and /or printing and incidentals of volunteers. **NEW \$100.00 + HST** will be returned once all the documentation is completed. For e-transfer email oaas@oaasfairs.com

Applications must be submitted electronically only!