

Calaveras County Fair & Jumping Frog Jubilee

BUYERS LETTER COMPETITION

Criteria Explanations- Be creative, it does not have to be in a formal letter format. **Total possible points 50** It must be limited to one page.

1. Letter appropriate to age of youth. **Possible point value + 2** Does the letter have the feel and appropriateness for the age of the exhibitor?
2. No spelling or grammatical errors. **Possible point value +2** Check that the words are spelled correctly and that it is the right word to use. Sentences are structures correctly.
3. Invite the buyer to the Auction with all the correct information included: fair dates, your show dates, auction dates, your club name, your name and what project you are in, contact information of Leader or the sales committee for auction questions. **Possible point value +10**
4. Pictures or graphics are a part of the letter. This will assist the buyer in knowing who they are looking for come show time or the auction. **Possible point value +4**
5. Mention the fact that there are other exhibitors out there that they can still help if they are not able to get your animal, (Sibling, club, 4-H, FFA). **Possible point value +4**
6. Purpose of the letter-what is your plan after selling your animal? Why should the person buy your animal? **Possible point value +4**
7. Is anything handwritten? The letter or a handwritten note as part of the computerized letter. Is it signed? **Possible point value +4**
8. Information that personalizes the letter to the buyer. Show that there is a connection between the exhibitor and the potential buyer. Demonstrate in the letter that the exhibitor realizes what the businessperson does or how they can relate to each other. **Possible point value +10**
9. The “voice” of the writer is evident. Mention of goals, accomplishments, information about the exhibitor (age, years in project, etc.), skills learned, experiences you have had in the project, how this has helped you, relate this to other areas regarding life experiences. You don't need to list everything just give a general overview of highlights. **Possible point value +10**

Penalties-Do NOT put these items in your letter. If the following items are mentioned, the points will be subtracted from the total earned.

1. Taxes-Any mention of potential tax deduction or contribution - **lose 10 points**
2. Any mention of the buyers' brunch- **lose 10 points**
3. Use of: To Whom It May Concern, Dear Buyer, Dear Business Owner, or any other generic title- **lose 5 points**

Call or email if you need further clarification on any items.

Kasey Musachia 209-728-4843 or email at kasey@frogtown.org

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Entry form for Buyers Letter Competition

(Attach a COPY of the letter you sent to a buyer.)

All entries must be identified to be judged. This signed form must be attached, for the letter submitted, in your envelope to enter the contest.

Name _____

Age _____

Address _____

Phone _____

Please submit this letter for the competition as an entry in the: (check only one)

If you are 9 but not yet 14 years old as of January 1, 2024, you will enter as a junior for this competition.

If you are 14 years but not 19 years before January 1, 2024, you will enter as a senior for this competition Junior Senior

(You can enter one letter for this contest, one to a new buyer or one to an existing buyer. The content of each letter should be geared towards each type of buyer.)

Release for promotional purposes: (Check only one)

I agree to allow my letter to be a part of the exhibit for the promotion of this competition.

I do not want my letter to be a part of the promotion of this competition.

Signature of person entering the contest

Mail your entry to:

Calaveras County Fair

P.O. Box 489

Angels Camp, CA 95222

Entries must be received by April 30, 2024 to be considered eligible. All exhibitors that are eligible to sell at the auction can enter this contest.

Call or email if you have any questions.

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