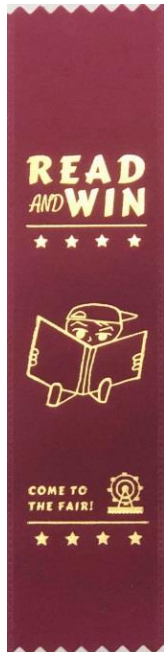


Joining Together to Read and Win

Lori Hart, CFE, Director of Education and Member Services, IAFE



The iconic Read and Win Ribbon program, a cooperative effort of the International Association of Fairs and Expositions (IAFE) and the National Independent Concessionaires Association (NICA) is designed to UNITE fairs with local schools, libraries, concessionaires, exhibitors, and mobile amusement providers.

Local elementary students in grades one through eighth, are encouraged to read books, with the reward being the Read and Win Ribbon and a voucher for use at the fair. Depending on the fair, these vouchers can be redeemed for complimentary fair admission, carnival rides in the midway, a soft drink from their favorite concessionaire, or something completely different.

“This program continues to serve as a valuable benefit for our members,” said Lori Hart, IAFE Director of Education and Member Services. “Our relationship with NICA allows our industry to ignite, excel and unite together to serve our local communities and provide an unforgettable experience for fair guests.”

The first 1,000 ribbons are given to IAFE members for no cost. Each fair that participates in this educational program receives a survey to provide us with their valued feedback. In the past year, we have received the following comments:

“Utilizing this program, we have seen a growing trend with the return on investment from 2018 to 2019, there were 122 more youth and their relatives that took advantage of the admission special opportunity that we offer to those involved in the program!”

“This is truly a great program that encourages youth to engage in reading, encourage fun, and also enhance learning through hands-on, face-to-face interaction with the Fair!”

“We distributed 2,500 total tickets this year! We look forward to growing this impact and offering into the future – thank you to NICA for all the support and opportunity to keep reading an important aspect in youth development!”

“I feel several children increased reading hours because they wanted to receive the ribbon. It was fun watching the children celebrate their achievements with their ribbons. What a great program!”

“We will continue this each and every year!”

IAFE members may place orders on the IAFE website: www.fairsandexpos.com

IAFE and NICA Read & Win Program Order Form

The IAFE, in cooperation with the National Independent Concessionaires Association (NICA), invite IAFE member fairs to participate in the IAFE/NICA Read & Win program. The program benefits local elementary school children by encouraging them to read library books.

For reading the books, students in grades one through eight are rewarded with both a ribbon bookmark provided by the IAFE and NICA, and vouchers for complimentary fair admission, midway rides, a soft drink, and/or similar items provided by participating fairs, midways, and/or concessionaires.

To participate, fairs first develop a free or discounted voucher offer to be awarded along with the Read & Win bookmark. Fairs then make arrangements with their local libraries and school departments to distribute the rewards.



Each member fair can request up to 1,000 ribbons each year at no charge. Additional ribbons may be purchased for 7 cents each.

It is recommended that the initial number of ribbons ordered equal 20% of the total number of students enrolled in grades one through eight in the region the fair plans to include in the program.

Fairs are responsible for providing their own publicity and must submit a follow-up report on the success of the program to the IAFE office. The reports will be shared with NICA.

If you have any questions, please call the IAFE at (800) 516-0313.

Fair: _____

Billing Address: _____

City: _____ ST/Pr: _____ Zip/Postal: _____

Shipping Address (no PO Box): _____

City: _____ ST/Pr: _____ Zip/Postal: _____

Contact Person: _____ Phone (day): _____

Email address (required): _____

Fair Dates: _____

Your Fair's Plan: For each book checked out, read, and returned to the local or school library, students in grades one through eight will receive a ribbon bookmark and a voucher to be redeemed at the current year's fair for the following item(s): _____

You will receive an email survey about your program within 30 days of your fair's ending date.

Number of Ribbons Requested: _____

1st 1000: FREE

No. over 1000 @ \$0.07: \$ _____

Total Amount Due: \$ _____

PAYMENT INFORMATION

Bill Me Credit Card Check Enclosed

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ CVV Code: _____

IAFE
3043 E Cairo St
Springfield, MO 65802
Email: receptionist@fairsandexpos.com