

1999 IFEA Pinnacle Award Winners

sponsored by Haas & Wilkerson Insurance

Grand Pinnacle

Budget Under \$500,000

- Gold: Bellingham/Whatcom Chamber of Commerce, Bellingham, WA
- Silver: Clarion Area Chamber of Business and Industry/Autumn Leaf Festival, Clarion, PA
- Bronze - Tie: City of Garland, Garland, TX
- Bronze - Tie: Salem Art Fair & Festival/Salem Art Association, Salem, OR

Grand Pinnacle

Budget \$500,000 and above

- Gold: Greeley Independence Stampede, Greeley, CO
- Silver: Cherry Creek Arts Festival, Denver, CO
- Bronze: Saint Louis Art Fair, St. Louis, MO

Best Sponsor Solicitation Video

- Gold: Portland Rose Festival Association, Portland, OR (Grand Floral Parade Float)
- Silver: Virginia Waterfront International Arts Festival, Norfolk, VA
- Bronze: Washington's Birthday Celebration Association, Laredo, TX

Best TV Promotion

Budget Under \$500,000

- Gold: Mariposa County Arts Council Bluegrass Festival, Mariposa, CA
- Silver: Artstreet/ArtiGras, Green Bay, WI
- Bronze: Ellingsen & Brady, Milwaukee, WI

Best TV Promotion

Budget \$500,000 and above

- Gold: Churchill Downs, Inc., Louisville, KY (National Anthem)
- Silver: Summerfest, Milwaukee, WI (Virtual Summerfest)
- Bronze: Calgary Exhibition & Stampede, Calgary, AB

Best Full Length TV Program (local syndication)

Budget Under \$1,500,000

- Gold: America's Freedom Festival at Provo, Provo, UT
- Silver: The City of Phoenix Office of Special Events, Phoenix, AZ (Phoenix Phabulous 4th)
- Bronze: Winning Ticket Strategies, Vancouver, WA

Best Full Length TV Program (local syndication)

Budget \$1,500,000 and above

- Gold: Portland Rose Festival Association, Portland, OR (Queen's Coronation)
- Silver: Kentucky Derby Festival, Louisville, KY (Pegasus Parade)
- Bronze: One Reel, Seattle, WA

Best Full Length TV Program (national syndication)

- Gold: Churchill Downs, Inc., Louisville, KY (Breeder's Cup)

- Silver: Fiesta Bowl, Tempe, AZ
- Bronze: Epcot International Flower & Garden Festival - Walt Disney World, Lake Buena Vista, FL

Best Radio Promotion

Budget Under \$500,000

- Gold: Saint Alphonsus Festival of Trees, Boise, ID
- Silver: Town of Addison, Town, Addison, TX
- Bronze: City of West Palm Beach, West Palm Beach, FL

Best Radio Promotion*Budget \$500,000 and above*

- Gold: Summerfest, Milwaukee, WI (Dinner Date)
- Silver: Kansas City Blues & Jazz Fest, Kansas City, MO
- Bronze - Tie: Calgary Exhibition & Stampede, Calgary, AB
- Bronze - Tie: Riverfest, Inc., Little Rock, AR

Best Website*Budget Under \$250,000*

- Gold: Bethlehem Musikfest Association, Bethlehem, PA
- Silver: Daytona Beach Area Convention & Visitors Bureau, Daytona Beach, FL
- Bronze: Skagit Valley Tulip Festival, Mount Vernon, WA

Best Website*Budget \$250,000 to \$499,999*

- Gold: Macon, GA International Cherry Blossom Festival, Macon, GA
- Silver - Tie: City of Garland, Garland, TX
- Silver - Tie: RCS Productions, Inc., Fayetteville, GA
- Bronze: Smoky Hill River Festival, Salina, KS

Best Website*Budget \$500,000 to \$1,499,999*

- Gold: Churchill Downs, Inc., Louisville, KY
- Silver: Festival Du Voyageur, Inc., Winnipeg, MB
- Bronze: Wichita Festivals, Inc., Wichita, KS

Best Website*Budget \$1,500,000 and above*

- Gold - Tie: Alamo Bowl, San Antonio, TX
- Gold - Tie: Calgary Exhibition & Stampede, Calgary, AB
- Silver: Kentucky Derby Festival, Louisville, KY
- Bronze: Music Midtown/Atlanta Concerts, Inc., Atlanta, GA

Best Event Program (interior 3 or less colors)*Budget Under \$500,000*

- Gold: City of Delta, Delta, CO
- Silver: Santa Fe Community College - DTC, Gainesville, FL
- Bronze: Bellingham/Whatcom Chamber of Commerce, Bellingham, WA

Best Event Program (interior 3 or less colors)*Budget \$500,000 and above*

- Gold: Oswego Harbor Festivals, Inc., Oswego, NY
- Silver: Bethlehem Musikfest Association, Bethlehem, PA
- Bronze: Silver Dollar City - Special Events, Branson, MO

Best Event Program (interior 4 or more colors)*Budget Under \$500,000*

- Gold: City of Albany, Office of Special Events, Albany, NY
- Silver: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI

Best Event Program (interior 4 or more colors)*Budget \$500,000 to \$1,499,999*

- Gold - Tie: Utah Shakespearean Festival, Cedar City, UT
- Gold - Tie: Washington's Birthday Celebration Association, Laredo, TX
- Silver: America's Freedom Festival at Provo, Provo, UT
- Bronze: Churchill Downs, Inc., Louisville, KY

Best Event Program (interior 4 or more colors)*Budget \$1,500,000 and above*

- Gold: Calgary Exhibition & Stampede, Calgary, AB
- Silver: International Festival Lent, Maribor, Slovenia
- Bronze: Las Vegas Events, Inc., Las Vegas, NV

Best Newspaper Insert*Budget Under \$500,000*

- Gold: Creative Strategies Group, Broomfield, CO
- Silver: Palmdale Fall Festival/City of Palmdale, Palmdale, CA
- Bronze - Tie: Churchill Downs - Hoosier Park, Anderson, IN (The Times)
- Bronze - Tie: Isle of Eight Flags Shrimp Festival, Fernandina Beach, FL

Best Newspaper Insert*Budget \$500,000 and above*

- Gold: Buccaneer Commission, Inc., Corpus Christi, TX
- Silver: Summerfest, Milwaukee, WI (Milwaukee Journal Sentinel/Summerfest Preview Section)
- Bronze - Tie: Boise River Festival, Boise, ID
- Bronze - Tie: Canada Day, Winterlude, Ottawa, ON

Best Promotional Brochure (3 or less colors)

- Gold: Cherry Creek Arts Festival, Denver, CO (Student Art Competition)
- Silver: Cherry Creek Arts Festival, Denver, CO (Volunteer)
- Bronze: Pasadena Tournament of Roses, Pasadena, CA (Official Tour)

Best Promotional Brochure (4 or more colors)*Budget Under \$500,000*

- Gold: La Strada dell' Arte, Inc., Kansas City, MO
- Silver: Skagit Valley Tulip Festival, Mount Vernon, WA
- Bronze: Cowboy Poetry & Music Festival at Melody Ranch, Santa Clarita, CA

Best Promotional Brochure (4 or more colors)*Budget \$500,000 to \$1,499,999*

- Gold: Memphis Arts Festival, Memphis, TN
- Silver: M.A.P. Marketing Group, Aurora, CO
- Bronze: HarbourFront Centre, Toronto, ON (Rhythms)

Best Promotional Brochure (4 or more colors)*Budget \$1,500,000 and above*

- Gold - Tie: Calgary Exhibition & Stampede, Calgary, AB
- Gold - Tie: Labadie Productions, Santa Cruz, CA (Villamontalvo Presents)
- Silver: Summerfest, Milwaukee, WI (Summerfest Preliminary Brochure)
- Bronze - Tie: Cherry Creek Arts Festival, Denver, CO (Host Patron)
- Bronze - Tie: Utah Shakespearean Festival, Cedar City, UT

Best Event/Organization Newsletter

- Gold: Fiesta Oyster Bake, San Antonio, TX (St. Mary's Univ. Alumni Association)
- Silver: Fiesta Bowl, Tempe, AZ
- Bronze: Pasadena Tournament of Roses, Pasadena, CA

Best Miscellaneous Printed Materials (multiple page)*Budget Under \$1,500,000*

- Gold: Ellingsen & Brady, Milwaukee, WI (Greater Milwaukee CVB)
- Silver: Churchill Downs, Inc., Louisville, KY (1999 Souvenir Calendar)
- Bronze: Churchill Downs, Inc., Louisville, KY (Kentucky Derby)

Best Miscellaneous Printed Materials (multiple page)*Budget \$1,500,000 and above*

- Gold: One Reel, Seattle, WA
- Silver: Rotterdam Festivals Council, Rotterdam, The Netherlands
- Bronze: Downie Productions, Inc., Cincinnati, OH

Best Promotional Poster*Budget Under \$250,000*

- Gold: Daytona Beach Area Convention & Visitors Bureau, Daytona Beach, FL
- Silver: National Lentil Festival, Pullman, WA
- Bronze: Terry Pimsleur & Company, Inc., San Francisco, CA (A Festival of the Culinary Arts)

Best Promotional Poster*Budget \$250,000 to \$499,999*

- Gold: City of Dublin, Dublin, OH
- Silver: Holiday Folk Fair International, Milwaukee, WI
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI

Best Promotional Poster*Budget \$500,000 to \$1,499,999*

- Gold: Wildflower! Arts & Music Festival, Richardson, TX
- Silver: Kansas City Blues & Jazz Fest, Kansas City, MO
- Bronze: Ducos/ARC, Rotterdam, The Netherlands

Best Promotional Poster*Budget \$1,500,000 and above*

- Gold - Tie: Calgary Exhibition & Stampede, Calgary, AB
- Gold - Tie: International Festival Lent, Maribor, Slovenia
- Silver: One Reel, Seattle, WA
- Bronze: SunFest of Palm Beach County, Inc., West Palm Beach, FL

Best Commemorative Poster*Budget Under \$250,000*

- Gold: Cowboy Poetry & Music Festival at Melody Ranch, Santa Clarita, CA
- Silver: Salem Art Fair & Festival/Salem Art Association, Salem, OR
- Bronze: Skagit Valley Tulip Festival, Mount Vernon, WA

Best Commemorative Poster*Budget \$250,000 to \$499,999*

- Gold: ArtiGras/Northern Palm Beaches C of C, Palm Beach Gardens, FL
- Silver: Bellingham/Whatcom Chamber of Commerce, Bellingham, WA
- Bronze: Uptown Art Fair, Minneapolis, MN

Best Commemorative Poster*Budget \$500,000 to \$1,499,999*

- Gold: Jubilee CityFest, Montgomery, AL
- Silver - Tie: Riverfest, Inc., Little Rock, AR
- Silver - Tie: West Valley Fine Arts Council, Litchfield Park, AZ
- Bronze: Kansas City Blues & Jazz Fest, Kansas City, MO (Blues Jazz)

Best Commemorative Poster*Budget \$1,500,000 and above*

- Gold: Summerfest, Milwaukee, WI (The Party at the Lakefront)
- Silver: Greeley Independence Stampede, Greeley, CO
- Bronze: Cherry Creek Arts Festival, Denver, CO

Best Cover Design*Budget Under \$500,000*

- Gold: City of Garland, Garland, TX
- Silver: Cowboy Poetry & Music Festival at Melody Ranch, Santa Clarita, CA
- Bronze: JettSport, Inc., Prospect, KY

Best Cover Design*Budget \$500,000 and above*

- Gold: Churchill Downs, Inc., Louisville, KY (Souvenir Calendar)
- Silver: Kentucky Derby Festival, Louisville, KY
- Bronze: America's Freedom Festival at Provo, Provo, UT

Best Newspaper Display Ad*Budget Under \$500,000*

- Gold: Cliff Castle Casino, Camp Verde, AZ (Clown)
- Silver: Saint Alphonsus Festival of Trees, Boise, ID
- Bronze: Uptown Art Fair, Minneapolis, MN

Best Newspaper Display Ad*Budget \$500,000 to \$1,499,999*

- Gold: Churchill Downs, Inc., Louisville, KY (Car Show)
- Silver: Saint Louis Art Fair, St. Louis, MO
- Bronze: Utah Arts Festival, Salt Lake City, UT

Best Newspaper Display Ad*Budget \$1,500,000 and above*

- Gold - Tie: Alamo Bowl, San Antonio, TX (B/T Reality & Delusion)
- Gold - Tie: Calgary Exhibition & Stampede, Calgary, AB (Holy Doodle)
- Silver: Cherry Creek Arts Festival, Denver, CO (General Event Ad #2)
- Bronze: Alamo Bowl, San Antonio, TX (to be the best)

Best Magazine Display Ad*Budget Under \$500,000*

- Gold: Downtown Fort Worth, Inc., Fort Worth, TX
- Silver: Cowboy Poetry & Music Festival at Melody Ranch, Santa Clarita, CA
- Bronze: Churchill Downs - Hoosier Park, Anderson, IN

Best Magazine Display Ad*Budget \$500,000 and above*

- Gold: Churchill Downs, Inc., Louisville, KY
- Silver: Kansas City Blues & Jazz Fest, Kansas City, MO
- Bronze: Summerfest, Milwaukee, WI (Virtual Reality)

Best Ad Series

- Gold: Churchill Downs, Inc., Louisville, KY
- Silver: Saint Louis Art Fair, St. Louis, MO
- Bronze: Las Vegas Events, Inc., Las Vegas, NV

Best Event Photograph*Budget Under \$1,500,000*

- Gold: Saint Alphonsus Festival of Trees, Boise, ID
- Silver: City of Glendale, Glendale, AZ
- Bronze: Madison Festivals, Inc., Madison, WI

Best Event Photograph*Budget \$1,500,000 and above*

- Gold: Greeley Independence Stampede, Greeley, CO
- Silver: Cherry Creek Arts Festival, Denver, CO (Guide Boat)
- Bronze: Cherry Creek Arts Festival, Denver, CO (Learning to Fly)

Best Miscellaneous Printed Materials (single page)*Budget Under \$1,500,000*

- Gold: Salem Art Fair & Festival/Salem Art Association, Salem, OR
- Silver: SPW Productions, Sewell, NJ
- Bronze: City of Albany, Office of Special Events, Albany, NY

Best Miscellaneous Printed Materials (single page)*Budget \$1,500,000 and above*

- Gold: Nations Bank Coconut Grove Arts Festival, Coconut Grove, FL
- Silver: Greeley Independence Stampede, Greeley, CO
- Bronze: International Festival Lent, Maribor, Slovenia

Best Sponsor Solicitation Package*Budget Under \$1,500,000*

- Gold: Cowboy Poetry & Music Festival at Melody Ranch, Santa Clarita, CA
- Silver: Oswego Harbor Festivals, Inc., Oswego, NY
- Bronze: Riverfest, Inc., Little Rock, AR

Best Sponsor Solicitation Package*Budget \$1,500,000 and above*

- Gold: Las Vegas Events, Inc., Las Vegas, NV
- Silver: Fiesta Bowl, Tempe, AZ
- Bronze: Florida State Fair, Tampa, FL

Best Single New Sponsorship Program

- Gold: Portland Rose Festival Association, Portland, OR (Guide Dogs for the Blind)
- Silver: Cherry Creek Arts Festival, Denver, CO (Einstein Bagels)
- Bronze: Fiesta Bowl, Tempe, AZ

Best Sponsor Follow-up Report

- Gold: SEAFAIR, Seattle, WA
- Silver: Summerfest, Milwaukee, WI
- Bronze: Creative Strategies Group, Broomfield, CO

Best Environmental Program

- Gold: Portland Rose Festival Association, Portland, OR
- Silver: Wenatchee River Salmon Festival, Leavenworth, WA
- Bronze: Cherry Creek Arts Festival, Denver, CO

Best Volunteer Program*Budget Under \$1,500,000*

- Gold: Big Pig Jig, Vienna, GA
- Silver: Cedar Rapids Freedom Festival, Cedar Rapids, IA

Best Volunteer Program*Budget \$1,500,000 and above*

- Gold: Boise River Festival, Boise, ID
- Silver: Cherry Creek Arts Festival, Denver, CO
- Bronze: Canada Day, Winterlude, Ottawa, ON

Best Educational Program*Budget Under \$500,000*

- Gold: Celebrate Colorado Artists, Denver, CO
- Silver: Holiday Folk Fair International, Milwaukee, WI
- Bronze: City of West Palm Beach, West Palm Beach, FL

Best Educational Program*Budget \$500,000 and above*

- Gold: Cherry Creek Arts Festival, Denver, CO (Arts in Action)
- Silver: Canada Day, Winterlude, Ottawa, ON (Capital Century Exhibit)
- Bronze: Portland Rose Festival Association, Portland, OR

Best Event/Program to Benefit a Charity

- Gold: Cherry Creek Arts Festival, Denver, CO (Kosi Charities)
- Silver: Cedar Rapids Freedom Festival, Cedar Rapids, IA
- Bronze: City of West Palm Beach, West Palm Beach, FL

Best Community Outreach Program*Budget Under \$1,500,000*

- Gold: SHOWS, ETC., Boise, ID
- Silver: Clarion Area Chamber of Business/Industry/Autumn Leaf Festival, Clarion, PA (Food Stock)
- Bronze: City of Dublin, Dublin, OH

Best Community Outreach Program*Budget \$1,500,000 and above*

- Gold: Cherry Creek Arts Festival, Denver, CO (Overall Programming)
- Silver: Portland Rose Festival Association, Portland, OR (Rose Festival Kids)
- Bronze: Summerfest, Milwaukee, WI (Operation SummerChance)

Best New Fund-raising Program

- Gold: Cherry Creek Arts Festival, Denver, CO (Art Auction)
- Silver: Bands of America, Inc., Schaumburg, IL
- Bronze: Cherry Creek Arts Festival, Denver, CO (Host Patron)

Best New Promotion*Budget Under \$1,500,000*

- Gold: Fourth in the Park, Marietta, GA
- Silver: Macon, GA International Cherry Blossom Festival, Macon, GA (Hockey)
- Bronze: Macon, GA International Cherry Blossom Festival, Macon, GA (Screen saver)

Best New Promotion*Budget \$1,500,000 and above*

- Gold: Nations Bank Coconut Grove Arts Festival, Coconut Grove, FL (Dare to Design)
- Silver: Cherry Creek Arts Festival, Denver, CO (Trade for Shade)
- Bronze: One Reel, Seattle, WA (Womad USA)

Best New Event (within an existing festival)*Budget Under \$1,500,000*

- Gold: City of Aurora, Aurora, CO
- Silver: Buccaneer Commission, Inc., Corpus Christi, TX (Folklorica Del Mar)
- Bronze: Macon, GA International Cherry Blossom Festival, Macon, GA

Best New Event (within an existing festival)*Budget \$1,500,000 and above*

- Gold: Kentucky Derby Festival, Louisville, KY
- Silver: Cherry Creek Arts Festival, Denver, CO (Art of Living)
- Bronze: Portland Rose Festival Association, Portland, OR (Kids' Kingdom)

Best Press/Media Kit*Budget Under \$1,500,000*

- Gold: Churchill Downs, Inc., Louisville, KY
- Silver: Jill Lloyd and Associates, Santa Ana, CA (A Brush with Enchantment)
- Bronze - Tie: City of Aurora, Aurora, CO
- Bronze - Tie: Galveston Park Board of Trustees, Galveston, TX

Best Press/Media Kit*Budget \$1,500,000 and above*

- Gold: Pasadena Tournament of Roses, Pasadena, CA
- Silver: Summerfest, Milwaukee, WI
- Bronze: Portland Rose Festival Association, Portland, OR (General Rose Festival w/ CD)

Best Media Relations Campaign*Budget Under \$500,000*

- Gold: La Strada dell' Arte, Inc., Kansas City, MO
- Silver: City of Garland, Garland, TX
- Bronze: Downtown Fort Worth, Inc., Fort Worth, TX

Best Media Relations Campaign*Budget \$500,000 and above*

- Gold: Cherry Creek Arts Festival, Denver, CO
- Silver: Millenium Philadelphia Celebration, Inc., Philadelphia, PA
- Bronze: Kentucky Derby Festival, Louisville, KY

Most Creative/Effective News Stunt

- Gold: Saint Paul Festival & Heritage Foundation, St. Paul, MN (Ice Cream Sculpture)
- Silver: City of Aurora, Aurora, CO (World's Largest PBJ Sandwich)
- Bronze: Indy Festivals, Inc., Indianapolis, IN (Medal of Honor Visit)

Best T-Shirt Design*Budget Under \$250,000*

- Gold: La Strada dell' Arte, Inc., Kansas City, MO
- Silver: Skagit Valley Tulip Festival, Mount Vernon, WA
- Bronze: Big Pig Jig, Vienna, GA

Best T-Shirt Design*Budget \$250,000 to \$499,999*

- Gold: French Quarters Festivals, Inc., New Orleans, LA
- Silver: Bellingham/Whatcom Chamber of Commerce, Bellingham, WA
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI

Best T-Shirt Design*Budget \$500,000 to \$1,499,999*

- Gold: West Valley Fine Arts Council, Litchfield Park, AZ
- Silver: Churchill Downs, Inc., Louisville, KY
- Bronze - Tie: Oswego Harbor Festivals, Inc., Oswego, NY
- Bronze - Tie: Saint Louis Art Fair, St. Louis, MO

Best T-Shirt Design*Budget \$1,500,000 and above*

- Gold: Cherry Creek Arts Festival, Denver, CO
- Silver: Greeley Independence Stampede, Greeley, CO
- Bronze: Music Midtown/Atlanta Concerts, Inc., Atlanta, GA

Best Pin or Button (by an event)*Budget Under \$250,000*

- Gold: Borderfest Association, Hidalgo, TX
- Silver: Seneca Lake Whale Watch, Geneva, NY
- Bronze: Anderson Little 500 Festival, Inc., Anderson, IN

Best Pin or Button (by an event)*Budget \$250,000 to \$499,999*

- Gold: Saint Paul Festival & Heritage Foundation, St. Paul, MN
- Silver: First Night Annapolis, Annapolis, MD
- Bronze: Palmdale Fall Festival/City of Palmdale, Palmdale, CA

Best Pin or Button (by an event)*Budget \$500,000 to \$1,499,999*

- Gold: Utah Arts Festival, Salt Lake City, UT
- Silver: Kansas City Blues & Jazz Fest, Kansas City, MO
- Bronze: Churchill Downs, Inc., Louisville, KY

Best Pin or Button (by an event)*Budget \$1,500,000 and above*

- Gold: Cherry Creek Arts Festival, Denver, CO (Host Patron Pin)
- Silver: Canada Day, Winterlude, Ottawa, ON
- Bronze: Pasadena Tournament of Roses, Pasadena, CA (Echoes of the Century)

Best Hat*Budget Under \$1,500,000*

- Gold: Greater Augusta Arts Council, Augusta, GA
- Silver: Bellingham/Whatcom Chamber of Commerce, Bellingham, WA
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI

Best Hat*Budget \$1,500,000 and above*

- Gold: Calgary Exhibition & Stampede, Calgary, AB
- Silver: Kentucky Derby Festival, Louisville, KY
- Bronze: Bethlehem Musikfest Association, Bethlehem, PA

Best Other Merchandise*Budget Under \$500,000*

- Gold: Macon, GA International Cherry Blossom Festival, Macon, GA (Plate)
- Silver: Great American Marketing and Events (GAME), Scottsdale, AZ
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI

Best Other Merchandise*Budget \$500,000 and above*

- Gold: Portland Rose Festival Association, Portland, OR
- Silver: Gilroy Garlic Festival Association, Inc., Gilroy, CA (Windchime)
- Bronze: Churchill Downs, Inc., Louisville, KY (Derby Horse)

Best Miscellaneous Clothing*Budget Under \$500,000*

- Gold: Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI (Sweatshirt)
- Silver: ArtiGras/Northern Palm Beaches C of C, Palm Beach Gardens, FL
- Bronze: Skagit Valley Tulip Festival, Mount Vernon, WA

Best Miscellaneous Clothing*Budget \$500,000 and above*

- Gold: Calgary Exhibition & Stampede, Calgary, AB
- Silver: M.A.P. Marketing Group, Aurora, CO (Colorado Shakespeare Shirt)
- Bronze: Cherry Creek Arts Festival, Denver, CO (Fleece)

Best Overall Merchandising Program

- Gold: Pasadena Tournament of Roses, Pasadena, CA
- Silver: Clarion Area Chamber of Business and Industry/Autumn Leaf Festival, Clarion, PA
- Bronze - Tie: Bethlehem Musikfest Association, Bethlehem, PA
- Bronze - Tie: Utah Arts Festival, Salt Lake City, UT

Single Display Ad

- Gold: Cliff Castle Casino, Camp Verde, AZ (Death, Taxes & Jackpots)
- Silver: City of Dublin, Dublin, OH
- Bronze: Great American Marketing and Events (GAME), Scottsdale, AZ

Company Image Pieces

- Gold: Celebrate Colorado Artists, Denver, CO
- Silver: Daytona Beach Area Convention & Visitors Bureau, Daytona Beach, FL
- Bronze: City of Dublin, Dublin, OH

Direct Mail Piece or Brochure

- Gold: Cliff Castle Casino, Camp Verde, AZ
- Silver: Center City of Amarillo, Inc., Amarillo, TX
- Bronze: Festivals & Events Association of Oklahoma, Tulsa, OK