Grand Pinnacle
Budget under $250,000
- Gold: Clarion Area Chamber of Business and Industry ~ Autumn Leaf Festival
- Silver: Sedro-Woolley Loggerodeo, Inc. ~ Sixty Sixth Annual Sedro-Woolley Loggerodeo
- Bronze: Cliff Castle Casino ~ Stars & Bars Festival

Grand Pinnacle
Budget $250,000 - $500,000
- Gold: Singapore Tourism Board ~ Millennialania
- Silver: Singapore Tourism Board ~ World Gourmet Summit
- Bronze ~ Tie: Bellevue Art Museum Fair
- Bronze ~ Tie: Ski to Sea Festival

Grand Pinnacle
Budget $500,000 - $1.5 Million
- Gold: Wildflower! Arts & Music Festival
- Silver: Saint Louis Art Fair
- Bronze: City of Garland ~ Star Spangled 4th

Grand Pinnacle
Budget over $1.5 million
- Gold: Cherry Creek Arts Festival
- Silver: Milwaukee World Festival, Inc. ~ Summerfest
- Bronze ~ Tie: Norfolk Festevents, Ltd. ~ Opsail 2000 Hampton Roads
- Bronze ~ Tie: ON THE WATERFRONT, Inc. ~ On The Waterfront

Best Sponsor Solicitation Video
Budget under $1.5 million
- Gold: Florida State Fair
- Silver: Des Moines Arts Festival
- Bronze: Uptown Art Fair/Uptown Association ~ Metris Uptown Art Fair

Best Sponsor Solicitation Video
Budget over $1.5 million
- Gold: Churchill Downs, Inc.
- Silver: Churchill Downs, Inc.
- Bronze: Bands of America, Inc. ~ 2000 Marines Sponsorship Solicitation

Best TV Promotion
Budget under $250,000
- Gold: Artstreet/ArtiGras ~ Artstreet
- Silver: City of West Palm Beach ~ 4th on Flager
- Bronze: National Capital Commission, Canada Day, Winterlude ~ Canada Day

Best TV Promotion
Budget $250,000 - $500,000
- Gold: Columbus Arts Festival
- Silver: Bon Vivant Group, LLC ~ Bayfest
- Bronze: Ski to Sea Festival

Best TV Promotion
Budget $500,000 - $1.5 Million
- Gold: Downtown Presents... ~ The Big Gig
- Silver: Washington's Birthday Celebration Association ~ Washington's Birthday Celebration
- Bronze: Drum Corps International ~ Drum Corps International Summer Music Games

Best TV Promotion
Budget over $1.5 million
- Gold: Walt Disney World ~ Epcot International Flower & Garden Festival
- Silver: Greeley Independence Stampede
- Bronze: SYLVANIA Alamo Bowl

Best Full Length TV Program (local)
Budget under $250,000
- Gold: Centennial Olympic Park ~ Fourth of July Celebration
- Silver: City of Harrisburg ~ Harrisburg Holiday Parade
- Bronze: City of Harrisburg ~ American Musicfest Fireworks

Best Full Length TV Program (local)
Budget $250,000 - $1.5 million
- Gold: One Reel ~ AT&T Family Fourth
- Silver: Vic Gutman & Associates ~ Omaha’s "Millennium Lights Celebration"
- Bronze: Macon, GA International Cherry Blossom Festival

Best Full Length TV Program (local)
Budget over $1.5 million
- Gold: Portland Rose Festival Association
- Silver: Fiesta Bowl
- Bronze: Churchill Downs, Inc. ~ 126th Kentucky Derby

Best Full Length TV Program (national)
Budget under $500,000
- Gold: Granbury Convention & Visitor Bureau ~ Granbury "Back to the Future" Turn of the Century Celebration
- Silver: Festival Du Voyageur, Inc.

Best Full Length TV Program (national)
Budget over $500,000
- Gold: Drum Corps International ~ Summer Music Games
- Silver: Kentucky Derby Festival
- Bronze: Bands of America, Inc. ~ 1999 BOA Grand National Marching Band Championships

Best Radio Promotion
Budget under $250,000
- Gold: MWR Dept. - Great Lakes Naval Training Center ~ July 4th Festival at Naval Training Center
- Silver: City of West Palm Beach ~ Clematis by Night
- Bronze: City of West Palm Beach ~ Clematis by Night

Best Radio Promotion
Budget $250,000 - $1.5 Million
- Gold: Cedar Rapids Freedom Festival
- Silver: Town of Addison ~ Taste of Addison 2000
- Bronze: Kansas City Blues & Jazz Festival

Best Radio Promotion
Budget over $1.5 million
- Gold: Portland Rose Festival Association
- Silver: Churchill Downs, Inc.
- Bronze: Milwaukee World Festival, Inc. ~ Summerfest
### Best Website

**Budget under $250,000**
- **Gold:** Queenstown Destination Management (QDM)
- **Silver:** Bethlehem Musikfest Association
- **Bronze:** National Capital Commission, Canada Day, Winterlude

**Budget $250,000 - $500,000**
- **Gold:** Downtown Fort Worth, Inc. - MAIN ST. Fort Worth Arts Festival
- **Silver:** Lakefront Festival of Arts/Milwaukee Art Museum
- **Bronze:** Macon, GA International Cherry Blossom Festival

**Budget $500,000 - $1.5 Million**
- **Gold:** Wichita Festivals, Inc.
- **Silver:** Cedar Rapids Freedom Festival
- **Bronze:** Canadian Tulip Festival

**Budget over $1.5 million**
- **Gold:** Festival City Productions Ltd. - Summerfest
- **Silver:** Milwaukie World Festival, Inc. - Summerfest
- **Bronze:** Cherry Creek Arts Festival

### Best Event Program (interior 3 or less colors)

**Budget under $250,000**
- **Gold:** City of Pinellas Park - International Harvest Festival
- **Silver:** City of Harrisburg - Countdown 2000, A New Year's Eve Celebration
- **Bronze:** City of Delta - Council Tree Pow Wow & Cultural Festival

**Budget $250,000 - $500,000**
- **Gold:** Ski to Sea Festival
- **Silver:** Festival Du Voyageur, Inc.

**Budget $500,000 - $1.5 Million**
- **Gold:** Oswego Harbor Festivals, Inc. - Oswego Harborfest
- **Silver:** Kansas City Blues & Jazz Festival
- **Bronze:** Wichita Festivals, Inc. - Wichita River Festival

**Budget over $1.5 million**
- **Gold:** Churchill Downs, Inc.
- **Silver:** Florida Strawberry Festival
- **Bronze:** Kentucky Derby Festival

### Best Event Program (interior 4 or more colors)

**Budget under $250,000**
- **Gold:** Burlington Parks & Rec. Dept. - Burlington Latino Festival
- **Silver:** Mayor's Office of Art, Culture & Film - Colorado Performing Arts Festival
- **Bronze:** City of Rocklin, Dept. of Community Services - Rocklin' Jubilee

**Budget $250,000 - $500,000**
- **Gold:** Downtown Fort Worth, Inc. - MAIN ST. Fort Worth Arts Festival
- **Silver:** Austin Museum of Art Guild - The Austin Fine Arts Festival
- **Bronze:** Lakefront Festival of Arts/Milwaukee Art Museum

### Best Event Program (interior 4 or more colors)

**Budget $500,000 - $1.5 Million**
- **Gold:** International Festival Lent - Festival Lent 2000
- **Silver:** Bank of America Coconut Grove Arts Festival
- **Bronze - Tie:** Fiesta San Antonio
- **Bronze - Tie:** M.A.P. Marketing Group - Colorado Shakespeare Festival

**Budget over $1.5 Million**
- **Gold:** Pasadena Tournament of Roses
- **Silver:** Walt Disney World - Epcot International Flower & Garden Festival
- **Bronze:** City of Addison - Taste of Addison 2000

### Best Newspaper Insert/Supplement

**Budget under 250,000**
- **Gold:** Bellevue Art Museum Fair
- **Silver:** Palmdale Fall Festival/City of Palmdale
- **Bronze:** Town of Addison - Taste of Addison 2000

**Budget $250,000 - $500,000**
- **Gold:** Cherry Creek Arts Festival
- **Silver:** Milwaukee World Festival, Inc. - Summerfest
- **Bronze:** Cherry Creek Arts Festival

**Budget $500,000 - $1.5 Million**
- **Gold:** Milwaukee World Festival, Inc.
- **Silver:** Grapevine Convention & Visitors Bureau - Main Street Days; Grapevine, TX
- **Bronze:** National Lentil Festival

### Best Promotional Brochure (3 or less colors)

**Budget under 500,000**
- **Gold:** Carmel Performing Arts Festival
- **Silver:** Grapevine Convention & Visitors Bureau - Main Street Days; Grapevine, TX
- **Bronze:** National Lentil Festival

**Budget over $1.5 million**
- **Gold:** Cherry Creek Arts Festival
- **Silver:** Pasadena Tournament of Roses
- **Bronze:** Churchill Downs, Inc.

### Best Promotional Brochure (4 or more colors)

**Budget under 250,000**
- **Gold:** Cowboy Poetry & Music Festival at Melody Ranch - Cowboy Poetry and Music Festival
- **Silver:** Ellingsen & Brady - Jazz in the Park, GMCVB
- **Bronze - Tie:** Auburn-Cord-Duesenberg Festival, Inc.
- **Bronze - Tie:** Cowboy Poetry & Music Festival at Melody Ranch - Santa Clarita Music Festival
2000 IFEA Pinnacle Award Winners

Best Promotional Brochure (4 or more colors)
Budget $250,000 - $500,000
- Gold: La Strada dell'Arte, Inc. ~ Street Painting Festival
- Silver: Macon, GA International Cherry Blossom Festival
- Bronze: Austin Museum of Art Guild ~ The Austin Fine Arts Festival

Best Promotional Brochure (4 or more colors)
Budget $500,000 - $1.5 Million
- Gold: M.A.P. Marketing Group ~ Colorado Shakespeare Festival
- Silver: One Reel ~ Womad USA
- Bronze: Wildflower! Arts & Music Festival

Best Promotional Brochure (4 or more colors)
Budget over $1.5 million
- Gold: Fiesta Bowl
- Silver: One Reel
- Bronze: Cherry Creek Arts Festival

Best Event/Organization Newsletter
Budget under $1.5 Million
- Gold: Drum Corps International ~ Drum Corps International Summer Music Games
- Silver: City of Glendale
- Bronze: Uptown Art Fair/Uptown Association ~ Metris Uptown Art Fair

Best Event/Organization Newsletter
Budget over $1.5 million
- Gold: Fiesta Bowl
- Silver: Bands of America, Inc.
- Bronze: Royal Agricultural Society of NSW ~ 2000 Sydney Royal Easter Show

Best Miscellaneous Printed Materials (multiple page)
Budget under $250,000
- Silver: Ocean Park Area Chamber of Commerce ~ Northwest Garlic Festival

Best Miscellaneous Printed Materials (multiple page)
Budget $250,000 - $500,000
- Gold: Ellingsen & Brady ~ Bastille Days, Jazz in the Park, QMVC
- Silver: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival

Best Miscellaneous Printed Materials (multiple page)
Budget $500,000 - $1.5 Million
- Gold: Bank of America Coconut Grove Arts Festival
- Silver: Washington's Birthday Celebration Association ~ 103rd Washington's Birthday Celebration
- Bronze: Cedar Rapids Freedom Festival

Best Miscellaneous Printed Materials (multiple page)
Budget over $1.5 million
- Gold: One Reel - Teatro ZinZanni, Millenium
- Silver: Gilroy Garlic Festival Association, Inc. ~ Gilroy Garlic Festival
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Best Promotional Poster
Budget under $250,000
- Gold: F.I.P. Associates ~ Tahoe Arts Festival
- Silver: Festival City Productions Ltd. ~ World Buskers Festival
- Bronze: Mayor's Office of Art, Culture & Film ~ Colorado performing Arts Festival

Best Promotional Poster
Budget $250,000 - $500,000
- Gold: Lakefront Festival of Arts/Milwaukee Art Museum ~ Lakefront Festival of Arts
- Silver: Uptown Art Fair/Uptown Association ~ Metris Uptown Art Fair
- Bronze: Vic Gutman & Associates ~ Omaha's "Millennium Lights Celebration"

Best Promotional Poster
Budget over $1.5 million
Gold: Cherry Creek Arts Festival
Silver: SEAFAIR ~ 51st Seafair Festival
Bronze: SYLVANIA Alamo Bowl

Best Commemorative Poster
Budget under $250,000
- Gold: Auburn-Cord-Duesenberg Festival, Inc.
- Silver: Salem Art Fair & Festival/Salem Art Association ~ Salem Art Fair and Festival 2000
- Bronze: Skagit Valley Tulip Festival

Best Commemorative Poster
Budget $250,000 - $500,000
- Gold: Issaquah Chamber of Commerce/ Salmon Days Festival ~ Issaquah Salmon Days Festival
- Silver: French Quarters Festivals, Inc. ~ French Quarters Festival
- Bronze: Lilac Festival/Beau Productions ~ Lilac Festival "2000"

Best Commemorative Poster
Budget $500,000 - $1.5 Million
- Gold: Kansas City Blues & Jazz Festival
- Silver: Saint Louis Art Fair
- Bronze: Uptown Art Fair/Uptown Association ~ Metris Uptown Art Fair

Best Commemorative Poster
Budget over $1.5 million
- Gold: Milwaukee World Festival, Inc. ~ Summerfest
- Silver ~ Tie: Galveston Island Convention & Visitors Bureau ~ Mardi Gras! Galveston... Texas 2000
- Silver ~ Tie: City of San Rafael ~ Millennium Party 2000 San Rafael
- Bronze: Churchill Downs, Inc.
## 2000 IFEA Pinnacle Award Winners

### Best Cover Design
**Budget under $250,000**
- Gold: City of Harrisburg
- Silver: Auburn-Cord-Duesenberg Festival, Inc.
- Bronze: Summerset Festival

**Budget $250,000 - $1.5 Million**
- Gold: M.A.P. Marketing Group ~ Colorado Shakespeare Festival
- Silver: University of Texas Institute of Texas Cultures at San Antonio ~ Texas Folklife Festival
- Bronze: Dogwood Arts Festival

**Budget over $1.5 million**
- Gold: Royal Agricultural Society of NSW ~ 2000 Sydney Royal Easter Show
- Silver: Cherry Creek Arts Festival
- Bronze: One Reel ~ AT&T Summer Nights at the Pier

### Best Single Newspaper Display Ad
**Budget under $250,000**
- Gold: Cliff Castle Casino ~ Paul Rodriguez Halloween Party
- Silver: City of West Palm Beach ~ 4th on Flager
- Bronze: Borderfest Association

**Budget $250,000 - $500,000**
- Gold: Macon, GA International Cherry Blossom Festival
- Silver: La Strada dell’ Arte, Inc. ~ Street Painting Festival
- Bronze: Ellingsen & Brady ~ Bastille Days

**Budget $500,000 - $1.5 Million**
- Gold: Bank of America Coconut Grove Arts Festival
- Silver: Buccaneer Commission, Inc. ~ Riverfest 2000
- Bronze: Riverfest, Inc. ~ Riverfest 2000

**Budget over $1.5 million**
- Gold: Cherry Creek Arts Festival
- Silver: La Strada dell’ Arte, Inc. ~ Street Painting Festival
- Bronze: Ellingsen & Brady ~ Bastille Days

### Best Single Magazine Display Ad
**Budget under $500,000**
- Gold: Macon, GA International Cherry Blossom Festival
- Silver: Cowboy Poetry & Music Festival at Melody Ranch ~ Cowboy Poetry & Music Festival
- Bronze: Festival Du Voyageur, Inc.

**Budget over $500,000**
- Gold: Great American Marketing & Events (GAME)
- Silver: Cherry Creek Arts Festival
- Bronze: Sunoco Welcome America!

### Best Ad Series
**Budget under $1.5 Million**
- Gold: Des Moines Arts Festival
- Silver: Ellingsen & Brady ~ Bastille Days, Jazz in the Park, GMCVB
- Bronze: Winterfest, Inc. ~ BellSouth Winterfest Boat Parade Presented by Nokia

**Budget over $1.5 million**
- Gold: Churchill Downs, Inc.
- Silver: Milwaukee World Festival, Inc. ~ Summerfest
- Bronze: Churchill Downs, Inc.

### Best Event Photograph
**Budget under $250,000**
- Gold: Sedro-Woolley Loggerodeo, Inc. ~ Sixty Sixth Annual Sedro-Woolley Loggerodeo
- Silver: SPW Productions ~ Phashion Phest Philadelphia
- Bronze: Summerset Festival

**Budget $250,000 - $500,000**
- Gold: Boise River Festival
- Silver: Macon, GA International Cherry Blossom Festival
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum

**Budget $500,000 - $1.5 Million**
- Gold: Riverfest, Inc. ~ Riverfest 2000
- Bronze: City of Garland ~ Star Spangled 4th

### Best Event Photograph
**Budget over $1.5 million**
- Gold: Cherry Creek Arts Festival
- Silver: Galveston Island Convention & Visitors Bureau ~ Mardi Gras! Galveston... Texas 2000
- Bronze: Cherry Creek Arts Festival

### Best Miscellaneous Printed Materials (single page)
**Budget under $250,000**
- Gold: Cowboy Poetry & Music Festival at Melody Ranch ~ Cowboy Poetry and Music Festival
- Silver: Providence St. Peter Foundation ~ The Providence St. Peter Christmas Forest
- Bronze: Ogden City Corporation ~ Ogden Pioneer Days

**Budget $250,000 - $500,000**
- Gold: ArtiGras/Northern Palm Beaches C of C
- Silver: Terry Pimsleur & Company, Inc.
- Bronze ~ Tie: Ski to Sea Festival
- Bronze ~ Tie: Ellingsen & Brady ~ Bastille Days, Jazz in the Park, GMCVB

**Budget $500,000 - $1.5 Million**
- Gold: Great American Marketing & Events (GAME)
- Silver: Buccaneer Commission, Inc. ~ Buccaneer Days Celebration
- Bronze: Buccaneer Commission, Inc. ~ Buccaneer Days Celebration

### Best Miscellaneous Printed Materials (single page)
**Budget over $1.5 million**
- Gold: Portland Rose Festival Association
- Silver: Cherry Creek Arts Festival
- Bronze: Churchill Downs, Inc.
2000 IFEA Pinnacle Award Winners

Best Solicitation Package
Budget under $1.5 Million
- Gold: Wildflower! Arts & Music Festival
- Silver: City of Garland ~ Star Spangled 4th
- Bronze: Florida State Fair

Best Solicitation Package
Budget over $1.5 million
- Gold: Kentucky Derby Festival
- Silver: Fiesta Bowl
- Bronze: Churchill Downs, Inc.

Best Single New Sponsorship Program
Budget under $1.5 Million
- Gold: Borderfest Association
- Silver: University of Texas Institute of Texas Cultures at San Antonio ~ Texas Folklife Festival
- Bronze: Riverfest, Inc. ~ Riverfest 2000

Best Single New Sponsorship Program
Budget over $1.5 million
- Gold: Fiesta Bowl
- Silver: Cherry Creek Arts Festival
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Best Sponsor Follow-up Report
Budget under $1.5 Million
- Gold: City of Garland ~ Star Spangled 4th
- Silver: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival
- Bronze: Holiday Folk Fair International

Best Sponsor Follow-up Report
Budget over $1.5 million
- Gold: Portland Rose Festival Association
- Silver: Cherry Creek Arts Festival
- Bronze: Milwaukee World Festival, Inc. ~ Summerfest

Best Environmental Program
- Gold: Issaquah Chamber of Commerce/Salmon Days Festival ~ Issaquah Salmon Days Festival
- Silver: Portland Rose Festival Association
- Bronze: Utah Arts Festival

Best Volunteer Program
Budget under $500,000
- Gold: City of Pinellas Park ~ Pinellas Park Volunteers in Policing
- Silver: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival

Best Volunteer Program
Budget $500,000 - $1.5 Million
- Gold: Celebrate Fairfax, Inc. ~ Fairfax Fair 2000
- Silver: Wildflower! Arts & Music Festival

Best Volunteer Program
Budget over $1.5 million
- Gold: Cherry Creek Arts Festival
- Silver: Gilroy Garlic Festival Association, Inc.
- Bronze: Greeley Independence Stampede

Best Educational Program
Budget under $500,000
- Gold: City of West Palm Beach ~ Kaleidoscope...a Celebrating of Many Cultures
- Silver: Holiday Folk Fair International
- Bronze: National Capital Commission, Canada Day, Winterlude

Best Educational Program
Budget $500,000 - $1.5 Million
- Gold: Utah Arts Festival
- Silver: Orange Blossom Festival ~ Riverside Orange Blossom Festival
- Bronze: Birmingham International Festivals

Best Educational Program
Budget over $1.5 million
- Gold: Boise River Festival
- Silver: Kentucky Derby Festival
- Bronze: Portland Rose Festival Association

Best Event/Program to Benefit a Charity
Budget under $1.5 million
- Gold: Clarion Area Chamber of Business and Industry ~ Autumn Leaf Festival
- Silver: SHOWS ETC. ~ St. Luke's Kid for a Night Roundup
- Bronze: Holiday Folk Fair International

Best Event/Program to Benefit a Charity
Budget over $1.5 million
- Gold: Cherry Creek Arts Festival
- Silver: Cherry Creek Arts Festival

Best Community Outreach Program
Budget under $250,000
- Gold: SHOWS ETC. ~ Bikes for Kids
- Silver: Wellington Recreation Dept. ~ Camp Entertainment
- Bronze: Clear Channel Events ~ Kids' Fest

Best Community Outreach Program
Budget $250,000 - $1.5 Million
- Gold: One Reel ~ Icicle Times
- Silver: National Capital Commission, Canada Day, Winterlude ~ Future Trek
- Bronze: National Capital Commission, Canada Day, Winterlude ~ Celebrate Canada in the Capital

Best Community Outreach Program
Budget over $1.5 million
- Gold: Cherry Creek Arts Festival
- Silver: Milwaukee World Festival, Inc. ~ Summerfest
- Bronze: Fiesta Bowl

Best New Fund-raising Program
- Gold: Kentucky Derby Festival
- Silver: Greeley Independence Stampede
- Bronze: Cherry Creek Arts Festival

Best New Promotion
Budget under $1.5 million
- Gold: Borderfest Association
- Silver: City of West Palm Beach ~ Clematis by Night
2000 IFEA Pinnacle Award Winners

**Best New Promotion**
*Budget over $1.5 million*
- Gold: Sun Fest of Palm Beach County, Inc. ~ Sunfest
- Silver: Kentucky Derby Festival
- Bronze: Portland Rose Festival Association

**Best New Event (within an existing festival)**
*Budget under $250,000*
- Gold: City of West Palm Beach ~ 4th on Flager Big Rig Gig
- Silver: City of Aurora ~ PumpkinFest
- Bronze: City of Aurora ~ KidSpree

*Budget $250,000 - $1.5 Million*
- Gold ~ Tie: Wildflower! Arts & Music Festival
- Gold ~ Tie: Utah Arts Festival
- Silver: Celebrate Fairfax, Inc. ~ Fairfax Fair 2000
- Bronze: Grapevine Convention & Visitors Bureau ~ Main Street Days/Corn Dog Fashion Show

**Best New Event (within an existing festival)**
*Budget over $1.5 million*
- Gold: Boise River Festival
- Silver: Boise River Festival

**Best Press/Media Kit**
*Budget under $500,000*
- Gold: Utah Arts Festival
- Silver: City of Aurora ~ KidSpree
- Bronze: City of Aurora ~ PumpkinFest

*Budget $500,000 - $1.5 Million*
- Gold: Riverfest, Inc. ~ Riverfest 2000
- Silver: Macon, GA International Cherry Blossom Festival
- Bronze: Washington's Birthday Celebration Association

**Best Press/Media Kit**
*Budget over $1.5 million*
- Gold: K & K Insurance Group, Inc.
- Silver: Churchill Downs, Inc.
- Bronze: Cherry Creek Arts Festival

**Best Media Relations Campaign**
*Budget under $500,000*
- Gold: La Strada dell' Arte, Inc.
- Silver: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival
- Bronze: Macon, GA International Cherry Blossom Festival

*Budget $500,000 - $1.5 Million*
- Gold: City of Garland ~ Star Spangled 4th
- Silver: Birmingham International Festivals

**Best Media Relations Campaign**
*Budget over $1.5 million*
- Gold: Milwaukee World Festival, Inc. ~ Summerfest
- Silver: Royal Agricultural Society of NSW ~ 2000 Sydney Royal Easter Show
- Bronze: Norfolk Festevents, Ltd. ~ Opsfest 2000 Hampton Roads

**Most Creative/Effective News Stunt**
*Budget under $1.5 million*
- Gold: City of West Palm Beach ~ 4th on Flager
- Silver: City of Aurora ~ PumpkInFest
- Bronze: Singapore Zoological Gardens ~ Lunch with the Lions-Singapore Zoo Food Festival 2000

**Most Creative/Effective News Stunt**
*Budget over $1.5 million*
- Gold: Kentucky Derby Festival
- Silver: Cherry Creek Arts Festival
- Bronze: Royal Agricultural Society of NSW2000 ~ Sydney Royal Easter Show

**Best T-Shirt Design**
*Budget under $250,000*
- Gold: Isle of Eight Flags Shrimp Festival
- Silver: Fourth Avenue Merchants Association ~ Fourth Avenue Street Fair
- Bronze: Mayor's Office of Art, Culture & Film ~ Colorado Performing Arts Festival

*Budget $250,000 - $500,000*
- Gold: French Quarters Festivals, Inc.
- Silver: Macon, GA International Cherry Blossom Festival
- Bronze: Bellevue Art Museum Fair

**Best T-Shirt Design**
*Budget $500,000 - $1.5 Million*
- Gold: Saint Louis Art Fair
- Silver: City of Glendale ~ Glendale Jazz & Blues Festival
- Bronze: Kansas City Blues & Jazz Festival

**Best T-Shirt Design**
*Budget over $1.5 million*
- Gold: One Reel ~ Bumbershoot, The Seattle Arts Festival
- Silver: SunFest of Palm Beach County, Inc. ~ Sunfest
- Bronze ~ Tie: City of San Rafael ~ Millennium Party 2000 San Rafael
- Bronze ~ Tie: Bethlehem Musikfest Association ~ Musikfest

**Best Pin or Button (by an event)**
*Budget under $250,000*
- Gold: Borderfest Association
- Silver: Cowboy Poetry & Music Festival at Melody Ranch ~ Cowboy Poetry and Music Festival
- Bronze: First Security Bank ~ Winter Games of Idaho

*Budget $250,000 - $500,000*
- Gold: Columbus Arts Festival
- Silver: St. Paul Festival & Heritage Foundation ~ Saint Paul Winter Carnival
- Bronze: Palmdale Fall Festival/City of Palmdale

**Best Pin or Button (by an event)**
*Budget $500,000 - $1.5 Million*
- Gold: Fiesta San Antonio
- Bronze: Wichita Festivals, Inc. ~ Witchita River Festival
2000 IFEA Pinnacle Award Winners

Best Pin or Button (by an event)
Budget over $1.5 million
- Gold: Cherry Creek Arts Festival
- Silver: Churchill Downs, Inc.
- Bronze: The Great Circus Parade

Best Hat
Budget under $500,000
- Gold: The City of Phoenix Office of Special Events ~ Sunday on Central
- Silver: Bele Chere/Asheville Parks & Recreation ~ Bele Chere Festival
- Bronze: Capital Jazz Productions ~ 8th Annual Capital Jazz Fest

Best Hat
Budget $500,000 - $1.5 Million
- Gold: Utah Arts Festival
- Bronze: Riverfest, Inc. ~ Riverfest 2000

Best Hat
Budget over $1.5 million
- Gold: One Reel ~ Bumbershoot, The Seattle Arts Festival
- Silver: Las Vegas Events, Inc. ~ Budweiser World Cup 2000
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Best Other Merchandise
Budget under $250,000
- Gold: MPC Promotions, LLC ~ Tall Stacks '99
- Silver: MPC Promotions, LLC ~ Tall Stacks '99
- Bronze: Ogden City Corporation ~ Ogden Pioneer Days

Best Other Merchandise
Budget $250,000 - $500,000
- Gold: Macon, GA International Cherry Blossom Festival
- Silver – Tie: Florida State Fair
- Silver – Tie: Macon, GA International Cherry Blossom Festival
- Bronze: Macon, GA International Cherry Blossom Festival

Best Other Merchandise
Budget $500,000 - $1.5 Million
- Gold: Wildflower! Arts & Music Festival
- Bronze: Florida Renaissance Festival

Best Other Merchandise
Budget over $1.5 million
- Gold: Boise River Festival
- Silver: Las Vegas Events, Inc. ~ Budweiser World Cup 2000
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Best Miscellaneous Clothing
Budget over $1.5 million
- Gold: Great American Marketing & Events (GAME)
- Silver: Wildflower! Arts & Music Festival
- Bronze: University of Texas Institute of Texas Cultures at San Antonio ~ Texas Folklife Festival

Best Overall Merchandising Program
Budget over $1.5 million
- Gold: Skagit Valley Tulip Festival
- Silver: Autumn Leaf Festival-Clarion Area Chamber of Business and Industry ~ Autumn Leaf Festival
- Bronze: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival

Best Overall Merchandising Program
Budget over $1.5 million
- Gold: Churchill Downs, Inc.
- Silver: Norfolk Festeven, Ltd. - Ospail 2000 Hampton Roads
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Company Image Pieces
- Gold: Kaleidoscope Productions

Direct Mail Piece or Brochure
- Gold: CalFest ~ CalFest Convention

Best Miscellaneous Clothing
Budget under $250,000
- Gold: Autumn Leaf Festival-Clarion Area Chamber of Business and Industry ~ Autumn Leaf Festival

Best Miscellaneous Clothing
Budget $250,000 - $500,000
- Gold: Columbus Arts Festival
- Silver: Downtown Fort Worth, Inc. ~ MAIN ST. Fort Worth Arts Festival