

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 ~ Millenniamania
- 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 Celeration
- Silver: City of Harrisburg ~ Harrisbury 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.
- Bronze: National Capital Commission, Canada Day, Winterlude ~Electric Circus at Winterlude 2000

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

2000 IFEA Pinnacle Award Winners

Best Website

Budget under \$250,000

- Gold: Queenstown Destination Management (QDM)
- Silver: Bethlehem Musikfest Association
- Bronze: National Capital Commission, Canada Day, Winterlude

Best Website

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

Best Website

Budget \$500,000 - \$1.5 Million

- Gold: Wichita Festivals, Inc.
- Silver: Cedar Rapids Freedom Festival
- Bronze: Canadian Tulip Festival

Best Website

Budget over \$1.5 million

- Gold: Milwaukee World Festival, Inc.
- Silver: SYLVANIA Alamo Bowl
- Bronze: Bands of America, Inc.

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

Best Event Program (interior 3 or less colors)

Budget \$250,000 - \$500,000

- Gold: Ski to Sea Festival
- Silver: Festival Du Voyageur, Inc.

Best Event Program (interior 3 or less colors)

Budget \$500,000 - \$1.5 Million

- Gold: Oswego Harbor Festivals, Inc. ~ Oswego Harborfest
- Silver: Kansas City Blues & Jazz Festival
- Bronze: Wichita Festivals, Inc. ~ Witchita River Festival

Best Event Program (interior 3 or less colors)

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

Best Event Program (interior 4 or more colors)

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

Best Event Program (interior 4 or more colors)

Budget over \$1.5 Million

- Gold: Pasadena Tournament of Roses
- Silver: Walt Disney World ~ Epcot International Flower & Garden Festival
- Bronze: One Reel ~ Teatro Zinanni, San Francisco

Best Newspaper Insert/Supplement

Budget under 250,000

- Gold: Festival City Productions Ltd. ~ World Buskers Festival
- Silver: Isle of Eight Flags Shrimp Festival
- Bronze: Skagit Valley Tulip Festival

Best Newspaper Insert/Supplement

Budget \$250,000 - \$500,000

- Gold: Bellevue Art Museum Fair
- Silver: Palmdale Fall Festival/City of Palmdale
- Bronze: Town of Addison ~ Taste of Addison 2000

Best Newspaper Insert/Supplement

Budget \$500,000 - \$1.5 Million

- Gold: Saint Louis Art Fair
- Silver: Des Moines Arts Festival
- Bronze: City of Garland ~ Star Spangled 4th

Best Newspaper Insert/Supplement

Budget over \$1.5 Million

- Gold: Cherry Creek Arts Festival
- Silver: Milwaukee World Festival, Inc. ~ Summerfest
- Bronze: M.A.P. Marketing Group ~ Peak Arts

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

Best Promotional Brochure (3 or less colors)

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

- Gold: National Capital Commission, Canada Day, Winterlude ~ A Capital Adventure Guidebook
- Silver: Ocean Park Area Chamber of Commerce ~ Northwest Garlic Festival
- Bronze: National Capital Commission, Canada Day, Winterlude ~ Celebrate Winter 2000

Best Miscellaneous Printed Materials (multiple page)

Budget \$250,000 - \$500,000

- Gold: Ellingsen & Brady ~ Bastille Days, Jazz in the Park, GMCVB
- 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 \$500,000 - \$1.5 Million

- Gold: International Festival Lent ~ Festival Lent 2000
- Silver: University of Texas Institute of Texas Cultures at San Antonio ~ Texas Folklife Festival
- Bronze: M.A.P. Marketing Group ~ Colorado Shakespeare Festival

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

Best Cover Design

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

Best Cover Design

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

Best Single Newspaper Display Ad

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

Best Single Newspaper Display Ad

Budget \$500,000 - \$1.5 Million

- Gold: Bank of America Coconut Grove Arts Festival
- Silver: Buccaneer Commission, Inc.
- Bronze: Riverfest, Inc. ~ Riverfest 2000

Best Single Newspaper Display Ad

Budget over \$1.5 million

- Gold: Cherry Creek Arts Festival
- Silver: Milwaukee World Festival, Inc. ~ Summerfest
- Bronze: Kentucky Derby Festival

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 and Music Festival
- Bronze: Festival Du Voyageur, Inc.

Best Single Magazine Display Ad

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

Best Ad Series

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

Best Event Photograph

Budget \$250,000 - \$500,000

- Gold: Boise River Festival
- Silver: Macon, GA International Cherry Blossom Festival
- Bronze: Lakefront Festival of Arts/Milwaukee Art Museum

Best Event Photograph

Budget \$500,000 - \$1.5 Million

- Gold: Riverfest, Inc. ~ Riverfest 2000
- Silver: National Capital Commission, Canada Day, Winterlude ~ Wind Odyssey: Sound and Light on Parliament Hill
- 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

Best Miscellaneous Printed Materials (single page)

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

Best Miscellaneous Printed Materials (single page)

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: SunFest 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

Best New Event (within an existing festival)

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

Best Press/Media Kit

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

Best Media Relations Campaign

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. ~ Opsail 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

Best T-Shirt Design

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

Best Pin or Button (by an event)

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
- Silver: National Capital Commission, Canada Day, Winterlude ~ Wind Odyssey: Sound and Light on Parliament Hill
- Bronze: Wichita Festivals, Inc. ~ Wichita 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
- Silver: National Capital Commission, Canada Day, Winterlude ~ Winterlude Bal de Neige 2000
- 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 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

Best Miscellaneous Clothing

Budget \$500,000 - \$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 Miscellaneous Clothing

Budget over \$1.5 million

- Gold: Cherry Creek Arts Festival
- Silver: Kentucky Derby Festival
- Bronze: Casino de Hull ~ Harmony 2000

Best Overall Merchandising Program

Budget under \$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 Festevents, Ltd. ~ Opsail 2000 Hampton Roads
- Bronze: Bethlehem Musikfest Association ~ Musikfest

Company Image Pieces

- Gold: Kaleidoscope Productions

Direct Mail Piece or Brochure

- Gold: CalFest ~ CalFest Convention