



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Website**  
**Award: Over \$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Alamo Bowl  
San Antonio, TX U.S.A.

**Category: Cover Design**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
America's Freedom Festival, Inc.  
Provo, UT U.S.A.

**Category: Educational Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
America's Freedom Festival, Inc.  
Provo, UT U.S.A.

**Category: Promotional Brochure (4 or more colors)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
America's Freedom Festival, Inc.  
Provo, UT U.S.A.

**Category: Radio Promotion**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
America's Freedom Festival, Inc.  
Provo, UT U.S.A.

**Category: Newspaper Insert/Supplement**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
Anacortes Arts Festival  
Anacortes, WA U.S.A.

**Category: Cover Design**  
**Award: \$250000-\$499999**  
**Budget: Bronze**  
**Organization:**  
Anchorage Fur Rendezvous  
Anchorage, AK U.S.A.

**Category: Newspaper Insert/Supplement**  
**Award: \$250000-\$499999**  
**Budget: Silver**  
**Organization:**  
Anchorage Fur Rendezvous  
Anchorage, AK U.S.A.

**Category: Pin or Button (by an event)**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
Anchorage Fur Rendezvous  
Anchorage, AK U.S.A.

**Category: Event Photograph**  
**Award: Under \$250000**  
**Budget: Silver**  
**Organization:**  
Andrew Rafkind Photography  
Boise, ID U.S.A.

**Category: New Product or Service**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
Andrew Rafkind Photography  
Boise, ID U.S.A.

**Category: Promotional Poster**  
**Award: Under \$250000**  
**Budget: Bronze - Tie**  
**Organization:**  
Ann Arbor Street Art Fair  
Ann Arbor, MI U.S.A.

**Category: Website**  
**Award: Under \$250000**  
**Budget: Silver**  
**Organization:**  
Aquafest Association of Lake Stevens  
Lake Stevens, WA U.S.A.

**Category: Miscellaneous Clothing**  
**Award: \$250000-\$499999**  
**Budget: Bronze**  
**Organization:**  
Asheville Parks & Recreation/Festivals  
Bele Chere Festival  
Asheville, NC U.S.A.

**Category: Radio Promotion**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
Asheville Parks & Recreation/Festivals  
Bele Chere Festival  
Asheville, NC U.S.A.

**Category: Website**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
Asheville Parks & Recreation/Festivals  
Asheville Film Festival  
Asheville, NC U.S.A.

**Category: Website**  
**Award: \$250000-\$499999**  
**Budget: Silver**  
**Organization:**  
Asheville Parks & Recreation/Festivals  
Bele Chere Festival  
Asheville, NC U.S.A.

**Category: Community Outreach Program**  
**Award: Under \$250000**  
**Budget: Bronze**  
**Organization:**  
Autumn Leaf Festival-Clarion Area Chamber of Business and Industry  
Clarion, PA U.S.A.

**Category: Event/Program to Benefit a Charity**  
**Award: Under \$250000**  
**Budget: Bronze**  
**Organization:**  
Autumn Leaf Festival-Clarion Area Chamber of Business and Industry  
Clarion, PA U.S.A.

**Category: Overall Merchandising Program**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
Autumn Leaf Festival-Clarion Area Chamber of Business and Industry  
Clarion, PA U.S.A.

**Category: Sponsor Solicitation Video**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
Balloon Fest (U.S. Events & Marketing dba Balloon Fest)  
Oklahoma City, OK U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Commemorative Poster**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Baltimore Office of Promotion & the Arts  
Baltimore Waterfront Festival  
Baltimore, MD U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Baltimore Office of Promotion & the Arts  
Artscape  
Baltimore, MD U.S.A.

**Category: Community Outreach Program**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Bands of America, Inc.  
Band Together  
Indianapolis, IN U.S.A.

**Category: Event/Organization E-newsletter**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Bands of America, Inc.  
Grand Nationals, Regional Championships and  
Summer Symposium  
Indianapolis, IN U.S.A.

**Category: Full Length TV Program (national)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Bands of America, Inc.  
2002 Grand National Championships  
Indianapolis, IN U.S.A.

**Category: Cover Design**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Battle of Flowers Association  
The Battle of Flowers Band Festival  
San Antonio, TX U.S.A.

**Category: Sponsor Solicitation Video**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Battle of Flowers Association  
The Battle of Flowers Parade  
San Antonio, TX U.S.A.

**Category: Volunteer Program**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Battle of Flowers Association  
The Battle of Flowers Parade  
San Antonio, TX U.S.A.

**Category: Ad Series**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Bellevue Art Museum Fair  
Bellevue, WA U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Bellevue Art Museum Fair  
Bellevue, WA U.S.A.

**Category: Miscellaneous Printed Materials (single page)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Bellevue Art Museum Fair  
Bellevue, WA U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Bellevue Art Museum Fair  
Bellevue, WA U.S.A.

**Category: Press/Media Kit**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Bellevue Art Museum Fair  
Bellevue, WA U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Bellingham Festival of Music  
Bellingham, WA U.S.A.

**Category: Other Merchandise**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Big Pig Jig®  
Vienna, GA U.S.A.

**Category: Pin or Button (by an event)**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Big Pig Jig®  
Vienna, GA U.S.A.

**Category: Volunteer Program**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Big Pig Jig®  
Vienna, GA U.S.A.

**Category: Ad Series**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Event Photograph**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Grand Pinnacle**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Miscellaneous Clothing**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: New Event (within an existing festival)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: New Promotion**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Single New Sponsorship Program**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Single Newspaper Display Ad**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Solicitation Package**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Sponsor Follow-up Report**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: TV Promotion**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Borderfest Association  
Hidalgo, TX U.S.A.

**Category: Full Length TV Program (local)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Cedar Rapids Freedom Festival  
Cedar Rapids, IA U.S.A.

**Category: New Promotion**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Cedar Rapids Freedom Festival  
Cedar Rapids, IA U.S.A.

**Category: Community Outreach Program**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Celebrate Fairfax, Inc.  
Fairfax, VA U.S.A.

**Category: Radio Promotion**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Celtic Arts Foundation  
Mount Vernon, WA U.S.A.

**Category: Single Newspaper Display Ad**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Celtic Arts Foundation  
Mount Vernon, WA U.S.A.

**Category: Website**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Celtic Arts Foundation  
Mount Vernon, WA U.S.A.

**Category: Event/Organization Newsletter**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Centennial Olympic Park  
Atlanta, GA U.S.A.

**Category: Ad Series**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Ad Series**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Community Outreach Program**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Educational Program**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Event Photograph**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze - Tie**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Grand Pinnacle**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Cherry Creek Arts Festival  
Denver, CO U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Hat**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Miscellaneous Clothing**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: New Event (within an existing festival)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: New Fund-raising Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: New Promotion**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Overall Merchandising Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Pin or Button (by an event)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Single Display Ad**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Single Magazine Display Ad**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Single New Sponsorship Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Sponsor Follow-up Report**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: T-Shirt Design**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: TV Promotion**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Volunteer Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Cherry Creek Arts Festival  
Denver, CO U.S.A.

**Category: Commemorative Poster**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Oaks  
Louisville, KY U.S.A.

**Category: Commemorative Poster**  
**Award: Over \$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Event Photograph**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Event/Organization E-newsletter**  
**Award: Over \$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Churchill Downs, Inc.  
Spring Race Meet  
Louisville, KY U.S.A.

**Category: Event/Organization Newsletter**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Junior Jockey Club  
Louisville, KY U.S.A.

**Category: Full Length TV Program (local)**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Full Length TV Program (national)**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.



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**Category: Hat**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Spring & Fall Race Meet  
Louisville, KY U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**  
**Award: Over \$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Churchill Downs, Inc.  
Louisville, KY U.S.A.

**Category: Miscellaneous Printed Materials (single page)**  
**Award: Over \$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Newspaper Insert/Supplement**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Churchill Downs Chili Cookoff  
Louisville, KY U.S.A.

**Category: Overall Merchandising Program**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Radio Promotion**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Churchill Charlie's FunFest  
Louisville, KY U.S.A.

**Category: T-Shirt Design**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Website**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Churchill Downs, Inc.  
Kentucky Derby  
Louisville, KY U.S.A.

**Category: Event Program (interior 4 or more colors)**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
City & County of Denver Office of Art, Culture & Film  
Colorado Performing Arts Festival  
Denver, CO U.S.A.

**Category: Promotional Poster**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
City & County of Denver Office of Art, Culture & Film  
Colorado Performing Arts Festival  
Denver, CO U.S.A.

**Category: Single Magazine Display Ad**  
**Award: \$250000-\$499999**  
**Budget: Gold**  
**Organization:**  
City & County of Denver Office of Art, Culture & Film  
Colorado Performing Arts Festival  
Denver, CO U.S.A.

**Category: Media Relations Campaign**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: New Event (within an existing festival)**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: Pin or Button (by an event)**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: Press/Media Kit**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: Single New Sponsorship Program**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: Volunteer Program**  
**Award: Under \$250000**  
**Budget: Bronze**  
**Organization:**  
City of Aurora, Special Events  
KidSpree  
Aurora, CO U.S.A.

**Category: Direct Mail Piece or Brochure**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
City of Dublin  
Dublin Irish Festival  
Dublin, OH U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
City of Dublin  
Dublin Irish Festival  
Dublin, OH U.S.A.

**Category: Solicitation Package**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
City of Dublin  
Dublin Irish Festival  
Dublin, OH U.S.A.



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**Category: Website****Award: \$500000-\$1.5 Million****Budget: Bronze****Organization:**

City of Dublin  
Dublin Irish Festival  
Dublin, OH U.S.A.

**Category: Media Relations Campaign****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Garland  
Star Spangled Fourth  
Garland, TX U.S.A.

**Category: Single Newspaper Display Ad****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Garland  
Star Spangled Fourth  
Garland, TX U.S.A.

**Category: Sponsor Follow-up Report****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Garland  
Star Spangled Fourth  
Garland, TX U.S.A.

**Category: TV Promotion****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Garland  
Star Spangled Fourth  
Garland, TX U.S.A.

**Category: Event Photograph****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Glendale, AZ  
Glendale Hometown 4th of July Celebration  
Glendale, AZ U.S.A.

**Category: Event/Organization Newsletter****Award: \$250000-\$499999****Budget: Gold****Organization:**

City of Glendale, AZ  
Glendale Festival Season 2002-2003  
Glendale, AZ U.S.A.

**Category: Hat****Award: \$250000-\$499999****Budget: Silver****Organization:**

City of Glendale, AZ  
Glendale Jazz & Blues Festival  
Glendale, AZ U.S.A.

**Category: Radio Promotion****Award: \$250000-\$499999****Budget: Bronze****Organization:**

City of Glendale, AZ  
Glendale Jazz & Blues Festival  
Glendale, AZ U.S.A.

**Category: Cover Design****Award: Under \$250000****Budget: Gold****Organization:**

City of Harrisburg  
American Music Fest 2003  
Harrisburg, PA U.S.A.

**Category: Event Program (interior 3 or less colors)****Award: Under \$250000****Budget: Silver****Organization:**

City of Harrisburg  
Kipona 2002  
Harrisburg, PA U.S.A.

**Category: Event Program (interior 3 or less colors)****Award: Under \$250000****Budget: Bronze****Organization:**

City of Harrisburg  
American Music Fest 2003  
Harrisburg, PA U.S.A.

**Category: Full Length TV Program (local)****Award: Under \$250000****Budget: Gold****Organization:**

City of Harrisburg  
American MusicFest 2003  
Harrisburg, PA U.S.A.

**Category: Full Length TV Program (local)****Award: Under \$250000****Budget: Bronze****Organization:**

City of Harrisburg  
American Music Fest 2003  
Harrisburg, PA U.S.A.

**Category: Solicitation Package****Award: Under \$250000****Budget: Silver****Organization:**

City of Harrisburg  
Harrisburg, PA U.S.A.

**Category: Community Outreach Program****Award: Under \$250000****Budget: Silver****Organization:**

City of Hollywood Rec. & Parks Dept.  
Bits o' the Bard  
Hollywood, FL U.S.A.

**Category: Direct Mail Piece or Brochure****Award: Under \$250000****Budget: Gold****Organization:**

City of O'Fallon Parks & Recreation  
Veterans Memorial Walk  
O'Fallon, MO U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)****Award: Under \$250000****Budget: Bronze****Organization:**

City of O'Fallon Parks & Recreation  
City of O'Fallon  
O'Fallon, MO U.S.A.

**Category: Event/Organization Newsletter****Award: Under \$250000****Budget: Silver****Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)****Award: Under \$250000****Budget: Gold****Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.

**Category: Miscellaneous Printed Materials (single page)****Award: Under \$250000****Budget: Silver****Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: New Promotion**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.

**Category: Single Magazine Display Ad**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

City of Palm Desert  
Palm Desert, CA U.S.A.

**Category: Grand Pinnacle**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

City of Richardson  
Cottonwood Art Festival  
Richardson, TX U.S.A.

**Category: New Fund-raising Program**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

City of Richardson  
Wildflower! Arts & Music Festival  
Richardson, TX U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

City of Richardson  
Cottonwood Art Festival  
Richardson, TX U.S.A.

**Category: Event Photograph**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

City of Toronto  
Cavalcade of Lights Festival  
Toronto, ON Canada

**Category: Event Photograph**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

City of Toronto  
Yonge Dundas Square Opening Celebration  
Toronto, ON Canada

**Category: Full Length TV Program (local)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

City of Toronto  
Cavalcade of Lights Festival  
Toronto, ON Canada

**Category: Newspaper Insert/Supplement**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

City of Toronto  
Winterfest 2003  
Toronto, ON Canada

**Category: Single New Sponsorship Program**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

City of Toronto  
Designs in Ice  
Toronto, ON Canada

**Category: Educational Program**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

City of West Palm Beach  
Kaleidoscope . . . A Celebration of Many Cultures  
West Palm Beach, FL U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

City of West Palm Beach  
Clematis by Night  
West Palm Beach, FL U.S.A.

**Category: New Event (within an existing festival)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

City of West Palm Beach  
Clematis by Night  
West Palm Beach, FL U.S.A.

**Category: Press/Media Kit**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

City of West Palm Beach  
4th on Flagler  
West Palm Beach, FL U.S.A.

**Category: New Event (within an existing festival)**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Conference & Exhibition Management Services  
Pte., Ltd.  
Singapore Food Festival 2003  
Harbour Front Centre, Singapore

**Category: New Promotion**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Conference & Exhibition Management Services  
Pte., Ltd.  
Singapore Food Festival 2003  
Harbour Front Centre, Singapore

**Category: Event Program (interior 3 or less colors)**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Cowboy Poetry & Music Festival at Melody Ranch  
Santa Clarita, CA U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Cowboy Poetry & Music Festival at Melody Ranch  
Santa Clarita, CA U.S.A.

**Category: Single Magazine Display Ad**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Cowboy Poetry & Music Festival at Melody Ranch  
Santa Clarita, CA U.S.A.

**Category: Sponsor Follow-up Report**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Creative Strategies Group  
Capitol Hill People's Fair  
Broomfield, CO U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Press/Media Kit**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

DavenportOne - Downtown Partnership  
River Rockin' Ribfest  
Davenport, IA U.S.A.

**Category: Solicitation Package**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

DavenportOne - Downtown Partnership  
River Rockin' Ribfest  
Davenport, IA U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Decatur Arts Alliance, Inc  
Decatur Arts Festival & Garden Tour  
Decatur, GA U.S.A.

**Category: Ad Series**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Media Relations Campaign**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Miscellaneous Printed Materials (single page)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: New Event (within an existing festival)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Promotional Poster**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Promotional Poster**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Single Newspaper Display Ad**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Solicitation Package**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Sponsor Follow-up Report**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Sponsor Solicitation Video**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Des Moines Arts Festival  
Des Moines, IA U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Dickens on The Strand/Galveston Historical Foundation  
Galveston Historic Homes Tour  
Galveston, TX U.S.A.

**Category: Event/Organization Newsletter**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Dickens on The Strand/Galveston Historical Foundation  
Galveston Historical Foundation  
Galveston, TX U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Dickens on The Strand/Galveston Historical Foundation  
Galveston Historical Foundation  
Galveston, TX U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Dragon Boat Festival  
Colorado Dragon Boat Festival  
Lakewood, CO U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Drum Corps International  
Addison, IL U.S.A.

**Category: Event/Organization E-newsletter**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Drum Corps International  
Addison, IL U.S.A.

**Category: Full Length TV Program (national)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Drum Corps International  
Addison, IL U.S.A.





## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Cover Design**  
**Award: Over \$1.5 Million**

**Budget: Gold**  
**Organization:**

Essence Entertainment  
Coca Cola Presents The 2003 Essence Music Festival  
Los Angeles, CA U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: Over \$1.5 Million**  
**Budget: Silver**

**Organization:**  
Essence Entertainment  
Coca Cola Presents The 2003 Essence Music Festival  
Los Angeles, CA U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: Over \$1.5 Million**  
**Budget: Silver**

**Organization:**  
Essence Entertainment  
Coca Cola Presents The 2003 Essence Music Festival  
Los Angeles, CA U.S.A.

**Category: Single Magazine Display Ad**  
**Award: Over \$1.5 Million**

**Budget: Gold**  
**Organization:**

Essence Entertainment  
Coca Cola Presents The 2003 Essence Music Festival  
Los Angeles, CA U.S.A.

**Category: T-Shirt Design**  
**Award: Over \$1.5 Million**

**Budget: Bronze**  
**Organization:**

Essence Entertainment  
Coca Cola Presents The 2003 Essence Music Festival  
Los Angeles, CA U.S.A.

**Category: Most Creative/Effective News Stunt**

**Award: \$250000-\$499999**  
**Budget: Gold**

**Organization:**  
Eugene Celebration, Downtown Events Management  
Eugene, OR U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: Under \$250000**  
**Budget: Silver**

**Organization:**  
eyeswide event marketing  
Bend Winterfest, Bend, OR  
Evansville, IN U.S.A.

**Category: Pin or Button (by an event)**

**Award: Under \$250000**  
**Budget: Silver**

**Organization:**  
eyeswide event marketing  
Bend Winterfest, Bend, OR  
Evansville, IN U.S.A.

**Category: Commemorative Poster**

**Award: \$500000-\$1.5 Million**  
**Budget: Gold**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Grand Pinnacle**  
**Award: \$500000-\$1.5 Million**

**Budget: Bronze - Tie**  
**Organization:**

Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Miscellaneous Printed Materials (single page)**

**Award: \$500000-\$1.5 Million**  
**Budget: Gold**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Overall Merchandising Program**

**Award: \$500000-\$1.5 Million**  
**Budget: Silver**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Solicitation Package**

**Award: \$500000-\$1.5 Million**  
**Budget: Silver**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Volunteer Program**

**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**

**Organization:**  
Festivals & Events Division of Downtown Fort Worth, Inc.  
MAIN ST. Fort Worth Arts Festival  
Fort Worth, TX U.S.A.

**Category: Radio Promotion**

**Award: Under \$250000**  
**Budget: Silver**

**Organization:**  
Festivals & Events Network Kingston  
Limestone City Blues Festival  
Kingston, ON Canada

**Category: Event/Organization Newsletter**

**Award: \$500000-\$1.5 Million**  
**Budget: Silver**

**Organization:**  
Fiesta Oyster Bake (St. Mary's Univ. Alumni Association)  
Fiesta Oyster Bake  
San Antonio, TX U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: \$500000-\$1.5 Million**  
**Budget: Silver**

**Organization:**  
Fiesta Oyster Bake (St. Mary's Univ. Alumni Association)  
Fiesta Oyster Bake  
San Antonio, TX U.S.A.

**Category: Event Photograph**

**Award: \$500000-\$1.5 Million**  
**Budget: Bronze - Tie**

**Organization:**  
Fiesta San Antonio  
San Antonio, TX U.S.A.

**Category: Event/Organization Newsletter**

**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**

**Organization:**  
Fiesta San Antonio  
San Antonio, TX U.S.A.

**Category: Full Length TV Program (local)**

**Award: \$500000-\$1.5 Million**  
**Budget: Silver**

**Organization:**  
Fiesta San Antonio  
San Antonio, TX U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Promotional Poster****Award: Under \$250000****Budget: Bronze - Tie****Organization:**Frederick Festival of the Arts  
Frederick, MD U.S.A.**Category: Commemorative Poster****Award: \$250000-\$499999****Budget: Silver****Organization:**French Quarter Festivals, Inc.  
New Orleans, LA U.S.A.**Category: T-Shirt Design****Award: \$250000-\$499999****Budget: Gold****Organization:**French Quarter Festivals, Inc.  
New Orleans, LA U.S.A.**Category: New Event (within an existing festival)****Award: Under \$250000****Budget: Silver****Organization:**Gatlinburg Department of Tourism & Special Events  
Coalition Program  
Gatlinburg, TN U.S.A.**Category: New Promotion****Award: Under \$250000****Budget: Gold****Organization:**Gatlinburg Department of Tourism & Special Events  
Gatlinburg Firemen's Ball  
Gatlinburg, TN U.S.A.**Category: New Promotion****Award: Under \$250000****Budget: Bronze****Organization:**Gatlinburg Department of Tourism & Special Events  
Spring Fest  
Gatlinburg, TN U.S.A.**Category: Promotional Poster****Award: Under \$250000****Budget: Silver****Organization:**Gatlinburg Department of Tourism & Special Events  
Gatlinburg Fireman's Ball  
Gatlinburg, TN U.S.A.**Category: T-Shirt Design****Award: Under \$250000****Budget: Gold****Organization:**Gatlinburg Department of Tourism & Special Events  
Firecracker 100 Kid's Trout Rodeo  
Gatlinburg, TN U.S.A.**Category: New Fund-raising Program****Award: \$500000-\$1.5 Million****Budget: Silver****Organization:**Gator Bowl Association  
Jacksonville, FL U.S.A.**Category: Other Merchandise****Award: Over \$1.5 Million****Budget: Bronze****Organization:**Gilroy Garlic Festival Association, Inc.  
Gilroy, CA U.S.A.**Category: Educational Program****Award: \$250000-\$499999****Budget: Gold****Organization:**Grapevine Convention & Visitors Bureau  
Main Street Days  
Grapevine, TX U.S.A.**Category: Event Program (interior 3 or less colors)****Award: \$500000-\$1.5 Million****Budget: Bronze****Organization:**Grapevine Convention & Visitors Bureau  
GrapeFest  
Grapevine, TX U.S.A.**Category: Miscellaneous Clothing****Award: \$500000-\$1.5 Million****Budget: Silver****Organization:**Great American Merchandise & Events (GAME)  
Scottsdale, AZ U.S.A.**Category: Event Photograph****Award: Over \$1.5 Million****Budget: Bronze****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: Grand Pinnacle****Award: Over \$1.5 Million****Budget: Silver****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: Miscellaneous Clothing****Award: Over \$1.5 Million****Budget: Silver****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: Most Creative/Effective News Stunt****Award: Over \$1.5 Million****Budget: Gold****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: New Event (within an existing festival)****Award: Over \$1.5 Million****Budget: Bronze - Tie****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: New Promotion****Award: Over \$1.5 Million****Budget: Gold****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: Single Magazine Display Ad****Award: Over \$1.5 Million****Budget: Bronze****Organization:**Greeley Independence Stampede  
Greeley, CO U.S.A.**Category: Company Image Pieces****Award: Under \$250000****Budget: Gold****Organization:**Gwyndara International  
Play! Singapore  
Singapore, Singapore



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Company Image Pieces**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Event Program (interior 3 or less colors)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Media Relations Campaign**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Miscellaneous Printed Materials (single page)**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Overall Merchandising Program**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Gwyndara International  
Play! Singapore  
Singapore, Singapore

**Category: Promotional Brochure (3 or less colors)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Single Magazine Display Ad**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Gwyndara International  
Singapore River Buskers Festival ™  
Singapore, Singapore

**Category: Single Newspaper Display Ad**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Gwyndara International  
Play! Singapore  
Singapore, Singapore

**Category: Commemorative Poster**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Holiday Folk Fair International  
Milwaukee, WI U.S.A.

**Category: Community Outreach Program**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Holiday Folk Fair International  
Milwaukee, WI U.S.A.

**Category: Educational Program**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Holiday Folk Fair International  
Milwaukee, WI U.S.A.

**Category: Sponsor Follow-up Report**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Holiday Folk Fair International  
Milwaukee, WI U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

International Festival Lent  
Maribor, Slovenia

**Category: Hat**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

International Festival Lent  
Maribor, Slovenia

**Category: Miscellaneous Printed Materials (single page)**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

International Festival Lent  
Maribor, Slovenia

**Category: Other Merchandise**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

International Festival Lent  
Maribor, Slovenia

**Category: Promotional Poster**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

International Festival Lent  
Maribor, Slovenia

**Category: Environmental Program**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Irish Fest Milwaukee  
Milwaukee, WI U.S.A.

**Category: Single Newspaper Display Ad**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Irish Fest Milwaukee  
Milwaukee, WI U.S.A.

**Category: Hat**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days  
Festival  
Issaquah, WA U.S.A.

**Category: Other Merchandise**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days  
Festival  
Issaquah, WA U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Overall Merchandising Program**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days Festival  
Issaquah, WA U.S.A.

**Category: Pin or Button (by an event)**

**Award: \$250000-\$499999**

**Budget: Bronze - Tie**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days Festival  
Issaquah, WA U.S.A.

**Category: Volunteer Program**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days Festival  
Issaquah, WA U.S.A.

**Category: Website**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Issaquah Chamber of Commerce/Salmon Days Festival  
Issaquah, WA U.S.A.

**Category: Direct Mail Piece or Brochure**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

K & K Insurance Group, Inc.  
Fort Wayne, IN U.S.A.

**Category: Community Outreach Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Event/Organization Newsletter**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Grand Pinnacle**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Media Relations Campaign**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Most Creative/Effective News Stunt**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: New Event (within an existing festival)**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: New Fund-raising Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: New Promotion**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Other Merchandise**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Overall Merchandising Program**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Pin or Button (by an event)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Promotional Poster**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Single New Sponsorship Program**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.

**Category: Single Newspaper Display Ad**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Kentucky Derby Festival  
Louisville, KY U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Sponsor Follow-up Report****Award: Over \$1.5 Million****Budget: Gold****Organization:**Kentucky Derby Festival  
Louisville, KY U.S.A.**Category: TV Promotion****Award: Over \$1.5 Million****Budget: Bronze****Organization:**Kentucky Derby Festival  
Louisville, KY U.S.A.**Category: Website****Award: Over \$1.5 Million****Budget: Silver****Organization:**Kentucky Derby Festival  
Louisville, KY U.S.A.**Category: Commemorative Poster****Award: \$250000-\$499999****Budget: Bronze - Tie****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Cover Design****Award: \$250000-\$499999****Budget: Gold****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Event Program (interior 4 or more colors)****Award: \$250000-\$499999****Budget: Silver****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Hat****Award: \$250000-\$499999****Budget: Bronze****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Miscellaneous Clothing****Award: \$250000-\$499999****Budget: Gold****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Miscellaneous Printed Materials (single page)****Award: \$250000-\$499999****Budget: Silver****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Other Merchandise****Award: \$250000-\$499999****Budget: Silver****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Overall Merchandising Program****Award: \$250000-\$499999****Budget: Gold****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: T-Shirt Design****Award: \$250000-\$499999****Budget: Bronze - Tie****Organization:**Lakefront Festival of Arts/Milwaukee Art Museum  
Milwaukee, WI U.S.A.**Category: Educational Program****Award: Under \$250000****Budget: Silver****Organization:**Larimer Arts Association  
La Strada dell' Arte, Project LEAD  
Denver, CO U.S.A.**Category: Event Photograph****Award: Under \$250000****Budget: Gold****Organization:**Larimer Arts Association  
La Strada dell' Arte  
Denver, CO U.S.A.**Category: Grand Pinnacle****Award: Under \$250000****Budget: Silver****Organization:**Larimer Arts Association  
La Strada dell' Arte  
Denver, CO U.S.A.**Category: Promotional Poster****Award: Under \$250000****Budget: Gold****Organization:**Larimer Arts Association  
La Strada dell' Arte  
Denver, CO U.S.A.**Category: Single Magazine Display Ad****Award: Under \$250000****Budget: Bronze****Organization:**Larimer Arts Association  
La Strada dell' Arte  
Denver, CO U.S.A.**Category: Environmental Program****Award: \$500000-\$1.5 Million****Budget: Gold****Organization:**Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.**Category: Event/Program to Benefit a Charity****Award: \$500000-\$1.5 Million****Budget: Bronze****Organization:**Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.**Category: Media Relations Campaign****Award: \$500000-\$1.5 Million****Budget: Silver****Organization:**Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.**Category: Most Creative/Effective News Stunt****Award: \$500000-\$1.5 Million****Budget: Silver****Organization:**Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Other Merchandise****Award: \$500000-\$1.5 Million****Budget: Gold****Organization:**

Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.

**Category: Promotional Brochure (3 or less colors)****Award: \$500000-\$1.5 Million****Budget: Gold****Organization:**

Macon, Georgia's International Cherry Blossom Festival  
Macon, GA U.S.A.

**Category: Radio Promotion****Award: \$250000-\$499999****Budget: Silver****Organization:**

Mad Booking, Inc.  
Aquafina on the Bricks  
Atlanta, GA U.S.A.

**Category: Website****Award: \$250000-\$499999****Budget: Gold****Organization:**

Mad Booking, Inc.  
Dancin in the District  
Atlanta, GA U.S.A.

**Category: Event Program (interior 4 or more colors)****Award: Over \$1.5 Million****Budget: Gold****Organization:**

Marine Corps Community Services, MCAS Miramar  
Miramar Air Show  
San Diego, CA U.S.A.

**Category: Sponsor Follow-up Report****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Marine Corps Community Services, MCAS Miramar  
Miramar Air Show  
San Diego, CA U.S.A.

**Category: Ad Series****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Community Outreach Program****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Event/Program to Benefit a Charity****Award: Over \$1.5 Million****Budget: Silver****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Grand Pinnacle****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Hat****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Media Relations Campaign****Award: Over \$1.5 Million****Budget: Gold****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: New Event (within an existing festival)****Award: Under \$250000****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Fiesta Italian  
Milwaukee, WI U.S.A.

**Category: New Event (within an existing festival)****Award: Over \$1.5 Million****Budget: Bronze - Tie****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Overall Merchandising Program****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Press/Media Kit****Award: Over \$1.5 Million****Budget: Silver****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Promotional Brochure (4 or more colors)****Award: Under \$250000****Budget: Silver****Organization:**

Milwaukee World Festival, Inc.  
Mexican Fiesta  
Milwaukee, WI U.S.A.

**Category: Radio Promotion****Award: Under \$250000****Budget: Gold****Organization:**

Milwaukee World Festival, Inc.  
Fiesta Italiana  
Milwaukee, WI U.S.A.

**Category: Radio Promotion****Award: Over \$1.5 Million****Budget: Silver****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Single Magazine Display Ad****Award: Under \$250000****Budget: Gold****Organization:**

Milwaukee World Festival, Inc.  
Indian Summer Festival  
Milwaukee, WI U.S.A.

**Category: Single New Sponsorship Program****Award: Over \$1.5 Million****Budget: Bronze****Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Single Newspaper Display Ad**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: TV Promotion**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Volunteer Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Milwaukee World Festival, Inc.  
Summerfest  
Milwaukee, WI U.S.A.

**Category: Grand Pinnacle**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Music in the Park/East Town Association  
Jazz in the Park  
Milwaukee, WI U.S.A.

**Category: Other Merchandise**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Music in the Park/East Town Association  
Jazz in the Park  
Milwaukee, WI U.S.A.

**Category: Event Photograph**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Music Midtown/Atlanta Concerts, Inc.  
Atlanta, GA U.S.A.

**Category: Miscellaneous Printed Materials  
(single page)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Music Midtown/Atlanta Concerts, Inc.  
Atlanta, GA U.S.A.

**Category: T-Shirt Design**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Music Midtown/Atlanta Concerts, Inc.  
Atlanta, GA U.S.A.

**Category: Community Outreach Program**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Christmas Lights Across Canada  
Ottawa, ON Canada

**Category: Event Photograph**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Winterlude  
Ottawa, ON Canada

**Category: Full Length TV Program  
(national)**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Winterlude  
Winterlude  
Ottawa, ON Canada

**Category: Full Length TV Program  
(national)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Winterlude  
Winterlude  
Ottawa, ON Canada

**Category: Miscellaneous Printed Materials  
(multiple page)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Steet SmART  
Ottawa, ON Canada

**Category: Most Creative/Effective News  
Stunt**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Juno Stunt  
Ottawa, ON Canada

**Category: New Promotion**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Canada Day 2003  
Ottawa, ON Canada

**Category: Promotional Brochure (4 or more  
colors)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Summer Campaign  
Ottawa, ON Canada

**Category: Single New Sponsorship Program**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Canada Day 2003  
Ottawa, ON Canada

**Category: Volunteer Program**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

National Capital Commission, Canada Day,  
Winterlude  
Canada Day  
Ottawa, ON Canada

**Category: Promotional Brochure (3 or less  
colors)**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

National Lentil Festival  
National Lentil Festival  
Pullman, WA U.S.A.

**Category: Full Length TV Program  
(national)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Neiman Marcus/Adolphus/Children's Parade  
Dallas, TX U.S.A.

**Category: Pin or Button (by an event)**

**Award: \$250000-\$499999**

**Budget: Bronze - Tie**

**Organization:**

Neiman Marcus/Adolphus/Children's Parade  
Dallas, TX U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Promotional Poster**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Neiman Marcus/Adolphus/Children's Parade  
Dallas, TX U.S.A.

**Category: Educational Program**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Norfolk Festevents, Ltd.  
27th Annual Norfolk Harborfest Fireworks  
Extravaganza  
Norfolk, VA U.S.A.

**Category: Solicitation Package**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Ogden City Corporation  
Ogden Pioneer Days  
Ogden, UT U.S.A.

**Category: Ad Series**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

ON THE WATERFRONT, Inc.  
On the Waterfront presented by Associated Bank  
Rockford, IL U.S.A.

**Category: Cover Design**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Oswego Harbor Festivals, Inc.  
Harborfest  
Oswego, NY U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Ottawa Blues Festival  
Cisco Systems Bluesfest  
Ottawa, ON Canada

**Category: Media Relations Campaign**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Ottawa Blues Festival  
Cisco Systems Bluesfest  
Ottawa, ON Canada

**Category: Website**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Ottawa Blues Festival  
Cisco Systems Bluesfest  
Ottawa, ON Canada

**Category: Event Program (interior 4 or more colors)**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Palm Beach County Public Affairs  
Palm Beach County Day  
West Palm Beach, FL U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Palm Beach County Public Affairs  
Freedom Fest  
West Palm Beach, FL U.S.A.

**Category: Media Relations Campaign**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Palm Beach County Public Affairs  
Vote or Bonds Campaign  
West Palm Beach, FL U.S.A.

**Category: Miscellaneous Clothing**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Palm Beach County Public Affairs  
Palm Beach County Day  
West Palm Beach, FL U.S.A.

**Category: Miscellaneous Printed Materials (single page)**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Palm Beach County Public Affairs  
Palm Beach County Day  
West Palm Beach, FL U.S.A.

**Category: Sponsor Follow-up Report**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Palm Beach County Public Affairs  
Freedom Fest  
West Palm Beach, FL U.S.A.

**Category: Educational Program**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Palmdale Fall Festival/City of Palmdale Special Events  
Palmdale, CA U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Palmdale Fall Festival/City of Palmdale Special Events  
Palmdale, CA U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Palmdale Fall Festival/City of Palmdale Special Events  
Palmdale, CA U.S.A.

**Category: Hat**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Pasadena Strawberry Festival/San Jacinto Day Foundation  
Pasadena, TX U.S.A.

**Category: Event/Organization Newsletter**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Pasadena Tournament of Roses  
Pasadena, CA U.S.A.

**Category: Media Relations Campaign**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Pasadena Tournament of Roses  
Pasadena, CA U.S.A.

**Category: Commemorative Poster**

**Award: \$250000-\$499999**

**Budget: Bronze - Tie**

**Organization:**

Performance International  
Denver Blues & Bones Festival  
Denver, CO U.S.A.





## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Company Image Pieces**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Event/Organization E-newsletter**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Event/Program to Benefit a Charity**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Grand Pinnacle**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Promotional Brochure (4 or more colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Radio Promotion**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Website**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Peter Knipp Holdings Pte., Ltd.  
World Gourmet Summit 2003  
Citilink Complex, Singapore

**Category: Community Outreach Program**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Pigeon Forge Office of Special Events  
Celebrate Freedom  
Pigeon Forge, TN U.S.A.

**Category: Educational Program**

**Award: Under \$250000**

**Budget: Bronze - Tie**

**Organization:**

Pigeon Forge Office of Special Events  
Celebrate Freedom  
Pigeon Forge, TN U.S.A.

**Category: Educational Program**

**Award: Under \$250000**

**Budget: Bronze - Tie**

**Organization:**

Pigeon Forge Office of Special Events  
Wilderness Wildlife Week  
Pigeon Forge, TN U.S.A.

**Category: Environmental Program**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Pigeon Forge Office of Special Events  
Wilderness Wildlife Week  
Pigeon Forge, TN U.S.A.

**Category: TV Promotion**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Pittsburgh Irish Festival, Inc.  
Pittsburgh Irish Festival  
Pittsburgh, PA U.S.A.

**Category: Other Merchandise**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Placer County Strawberry Festival  
Roseville, CA U.S.A.

**Category: Single New Sponsorship Program**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Placer County Strawberry Festival  
Roseville, CA U.S.A.

**Category: Sponsor Follow-up Report**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Placer County Strawberry Festival  
Roseville, CA U.S.A.

**Category: Commemorative Poster**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Port Townsend Film Festival  
Port Townsend, WA U.S.A.

**Category: Company Image Pieces**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Educational Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Environmental Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Full Length TV Program (local)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Full Length TV Program (national)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Most Creative/Effective News Stunt**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: New Event (within an existing festival)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: New Fund-raising Program**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: New Promotion**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Pin or Button (by an event)**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Single New Sponsorship Program**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Solicitation Package**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Sponsor Follow-up Report**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Portland Rose Festival Association  
Portland, OR U.S.A.

**Category: Cover Design**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Pro Football Hall of Fame Festival  
Canton, OH U.S.A.

**Category: Cover Design**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Pro Football Hall of Fame Festival  
Canton, OH U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Pro Football Hall of Fame Festival  
Canton, OH U.S.A.

**Category: Promotional Poster**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Pro Football Hall of Fame Festival  
Canton, OH U.S.A.

**Category: Most Creative/Effective News Stunt**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Riverfest, Inc.  
Little Rock, AR U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Rotterdam Festival  
Rotterdam, The Netherlands

**Category: Commemorative Poster**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Saint Louis Art Fair / Saint Louis Jazz Festival  
St. Louis, MO U.S.A.

**Category: Cover Design**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Saint Louis Art Fair / Saint Louis Jazz Festival  
St. Louis, MO U.S.A.

**Category: Event Program (interior 4 or more colors)**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Saint Louis Art Fair / Saint Louis Jazz Festival  
St. Louis, MO U.S.A.

**Category: Grand Pinnacle**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze - Tie**

**Organization:**

Saint Louis Art Fair / Saint Louis Jazz Festival  
St. Louis, MO U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Single Magazine Display Ad**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Saint Louis Art Fair / Saint Louis Jazz Festival  
St. Louis, MO U.S.A.

**Category: Press/Media Kit**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

San Bernardino Convention & Visitors Bureau  
Stater Bros. Route 66 Rendezvous ®  
San Bernardino, CA U.S.A.

**Category: Cover Design**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

San Jose Holiday Parade/City of San Jose  
San Jose Holiday Parade  
San Jose, CA U.S.A.

**Category: Event/Program to Benefit a Charity**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

San Jose Holiday Parade/City of San Jose  
San Jose Holiday Parade  
San Jose, CA U.S.A.

**Category: Full Length TV Program (local)**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

San Jose Holiday Parade/City of San Jose  
San Jose Holiday Parade  
San Jose, CA U.S.A.

**Category: Volunteer Program**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

San Jose Holiday Parade/City of San Jose  
Christmas in the Park  
San Jose, CA U.S.A.

**Category: Commemorative Poster**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Sausalito Art Festival  
Sausalito Art Festival  
Sausalito, CA U.S.A.

**Category: Miscellaneous Printed Materials (single page)**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Sausalito Art Festival  
Sausalito Art Festival  
Sausalito, CA U.S.A.

**Category: Direct Mail Piece or Brochure**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Sentosa Leisure Management Pte Ltd  
Sentosa, Singapore

**Category: New Product or Service**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

Sentosa Leisure Management Pte Ltd  
Sentosa, Singapore

**Category: Radio Promotion**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Sentosa Leisure Management Pte Ltd  
The Nation's Countdown 2003 - Countdown Party  
Sentosa, Singapore

**Category: Single Display Ad**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Sentosa Leisure Management Pte Ltd  
Sentosa, Singapore

**Category: Single Magazine Display Ad**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Sentosa Leisure Management Pte Ltd  
May 2003 Promotion  
Sentosa, Singapore

**Category: Commemorative Poster**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Skagit Valley Tulip Festival  
Mount Vernon, WA U.S.A.

**Category: Hat**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Skagit Valley Tulip Festival  
Mount Vernon, WA U.S.A.

**Category: T-Shirt Design**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Skagit Valley Tulip Festival  
Mount Vernon, WA U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Ski to Sea Festival  
Bellingham, WA U.S.A.

**Category: Full Length TV Program (local)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Ski to Sea Festival  
Bellingham, WA U.S.A.

**Category: Grand Pinnacle**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Ski to Sea Festival  
Bellingham, WA U.S.A.

**Category: T-Shirt Design**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Ski to Sea Festival  
Bellingham, WA U.S.A.

**Category: Single Magazine Display Ad**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

SourceOne Marketing Communications, Inc.  
Grand Excursion 2004  
Cincinnati, OH U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Solicitation Package**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

SourceOne Marketing Communications, Inc.  
Grand Excursion 2004  
Cincinnati, OH U.S.A.

**Category: Sponsor Solicitation Video**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

SourceOne Marketing Communications, Inc.  
Grand Excursion 2004  
Cincinnati, OH U.S.A.

**Category: Miscellaneous Printed Materials  
(single page)**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

Spirit of Springfield, Inc.  
City of Bright Nights Ball  
Springfield, MA U.S.A.

**Category: Media Relations Campaign**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Stone Mountain Park  
Yellow Daisy Festival  
Stone Mountain, GA U.S.A.

**Category: Miscellaneous Clothing**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Stone Mountain Park  
Yellow Daisy Festival  
Stone Mountain, GA U.S.A.

**Category: Overall Merchandising Program**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Stone Mountain Park  
Yellow Daisy Festival  
Stone Mountain, GA U.S.A.

**Category: Commemorative Poster**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

SunFest of Palm Beach County, Inc.  
West Palm Beach, FL U.S.A.

**Category: Miscellaneous Printed Materials  
(multiple page)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

SunFest of Palm Beach County, Inc.  
West Palm Beach, FL U.S.A.

**Category: Other Merchandise**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

SunFest of Palm Beach County, Inc.  
West Palm Beach, FL U.S.A.

**Category: Press/Media Kit**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

SunFest of Palm Beach County, Inc.  
West Palm Beach, FL U.S.A.

**Category: Solicitation Package**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

SunFest of Palm Beach County, Inc.  
West Palm Beach, FL U.S.A.

**Category: Company Image Pieces**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Temecula Valley Balloon & Wine Festival  
Temecula, CA U.S.A.

**Category: Most Creative/Effective News  
Stunt**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Temecula Valley Balloon & Wine Festival  
Temecula, CA U.S.A.

**Category: Pin or Button (by an event)**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Texas Folklife Festival  
San Antonio, TX U.S.A.

**Category: Sponsor Solicitation Video**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Texas Folklife Festival  
San Antonio, TX U.S.A.

**Category: T-Shirt Design**

**Award: \$500000-\$1.5 Million**

**Budget: Bronze**

**Organization:**

Texas Folklife Festival  
San Antonio, TX U.S.A.

**Category: TV Promotion**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Texas Folklife Festival  
San Antonio, TX U.S.A.

**Category: Full Length TV Program (local)**

**Award: \$500000-\$1.5 Million**

**Budget: Gold**

**Organization:**

The Parade Company  
Marshall Field's Target Fireworks  
Detroit, MI U.S.A.

**Category: Full Length TV Program (local)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

The Pennsylvania Horticultural Society  
Philadelphia Flower Show  
Philadelphia, PA U.S.A.

**Category: Newspaper Insert/Supplement**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

The Pennsylvania Horticultural Society  
Philadelphia Flower Show  
Philadelphia, PA U.S.A.

**Category: Promotional Brochure (4 or more  
colors)**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

The Pennsylvania Horticultural Society  
Philadelphia Flower Show  
Philadelphia, PA U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Event/Organization E-newsletter**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

The Woodlands Town Center Improvement District  
The Woodlands, TX U.S.A.

**Category: Single Newspaper Display Ad**

**Award: Under \$250000**

**Budget: Gold**

**Organization:**

The Woodlands Town Center Improvement District  
The Ice Rink  
The Woodlands, TX U.S.A.

**Category: Sponsor Solicitation Video**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

The Woodlands Town Center Improvement District  
The Woodlands, TX U.S.A.

**Category: T-Shirt Design**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

The Woodlands Town Center Improvement District  
The Ice Rink  
The Woodlands, TX U.S.A.

**Category: T-Shirt Design**

**Award: \$250000-\$499999**

**Budget: Bronze - Tie**

**Organization:**

Town of Addison  
Taste of Addison  
Addison, TX U.S.A.

**Category: Miscellaneous Clothing**

**Award: Under \$250000**

**Budget: Bronze**

**Organization:**

Uptowntowners, Inc.  
July Jamm  
Lincoln, NE U.S.A.

**Category: TV Promotion**

**Award: Under \$250000**

**Budget: Silver**

**Organization:**

Uptowntowners, Inc.  
July Jamm  
Lincoln, NE U.S.A.

**Category: Direct Mail Piece or Brochure**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Grand Pinnacle**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Most Creative/Effective News Stunt**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: New Product or Service**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: New Promotion**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Other Merchandise**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Overall Merchandising Program**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Pin or Button (by an event)**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Press/Media Kit**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Promotional Brochure (4 or more colors)**

**Award: \$250000-\$499999**

**Budget: Bronze**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Promotional Poster**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Single Newspaper Display Ad**

**Award: \$250000-\$499999**

**Budget: Silver**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Solicitation Package**

**Award: \$250000-\$499999**

**Budget: Gold**

**Organization:**

Uptown Association  
Metris Uptown Art Fair  
Minneapolis, MN U.S.A.

**Category: Community Outreach Program**

**Award: \$500000-\$1.5 Million**

**Budget: Silver**

**Organization:**

Utah Arts Festival  
Salt Lake City, UT U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Event Photograph**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Hat**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Miscellaneous Clothing**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: New Event (within an existing festival)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Overall Merchandising Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Pin or Button (by an event)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Press/Media Kit**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: Sponsor Follow-up Report**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: TV Promotion**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Utah Arts Festival  
Salt Lake City, UT U.S.A.

**Category: TV Promotion**  
**Award: \$250000-\$499999**  
**Budget: Bronze**  
**Organization:**  
Virginia Beach Parks & Recreation  
Remember September 11  
Virginia Beach, VA U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**  
**Award: Under \$250000**  
**Budget: Silver**  
**Organization:**  
Washington Festivals & Events Association  
Northwest Festivals Conference  
Port Angeles, WA U.S.A.

**Category: Educational Program**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: Miscellaneous Printed Materials (multiple page)**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: Other Merchandise**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: Press/Media Kit**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: Single Newspaper Display Ad**  
**Award: \$500000-\$1.5 Million**  
**Budget: Bronze**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: T-Shirt Design**  
**Award: \$500000-\$1.5 Million**  
**Budget: Silver**  
**Organization:**  
Washington Mutual Coconut Grove Arts Festival  
Coconut Grove, FL U.S.A.

**Category: TV Promotion**  
**Award: Under \$250000**  
**Budget: Gold**  
**Organization:**  
Wells Fargo Winter Games of Idaho  
Boise, ID U.S.A.

**Category: Event/Organization Newsletter**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Wichita Festivals, Inc.  
Wichita, KS U.S.A.

**Category: Sponsor Solicitation Video**  
**Award: \$500000-\$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Winterfest, Inc.  
Fort Lauderdale, FL U.S.A.

**Category: Ad Series**  
**Award: Over \$1.5 Million**  
**Budget: Gold**  
**Organization:**  
Wisconsin State Fair Park  
West Allis, WI U.S.A.



## International Festivals & Events Association 2003 Haas & Wilkerson Pinnacle Award Winners

**Category: Educational Program**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Event Program (interior 3 or less colors)**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Event/Organization E-newsletter**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Hat**

**Award: Over \$1.5 Million**

**Budget: Silver**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Miscellaneous Clothing**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Miscellaneous Clothing**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Pin or Button (by an event)**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Press/Media Kit**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Promotional Poster**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Radio Promotion**

**Award: Over \$1.5 Million**

**Budget: Bronze**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: Single Newspaper Display Ad**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

**Category: TV Promotion**

**Award: Over \$1.5 Million**

**Budget: Gold**

**Organization:**

Wisconsin State Fair Park  
West Allis, WI U.S.A.

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