Andrew Rafkind Photography
Eugene Celebration
Boise, ID U.S.A.
**Best Event Photograph**
Budget: $250,000-$499,999
Award Won: **Gold**

Andrew Rafkind Photography
Eugene Celebration
Boise, ID U.S.A.
**Best Event Photograph**
Budget: $250,000-$499,999
Award Won: **Silver**

Andrew Rafkind Photography
Wells Fargo Twilight Griterium
Boise, ID U.S.A.
**Best Event Photograph**
Budget: Under $250,000
Award Won: **Silver**

Argonne Parades
Salute 2 America
Atlanta, GA U.S.A.
**Best TV Promotion**
Budget: Under $250,000
Award Won: **Silver**

Argonne Parades
Salute 2 America
Atlanta, GA U.S.A.
**Best Media Relations Campaign**
Budget: Under $250,000
Award Won: **Bronze**

Argonne Parades
WSB-TV Salute 2 America Parade
Atlanta, GA U.S.A.
**Best Full Length TV Program (local)**
Budget: Under $250,000
Award Won: **Gold**

Arkansas Festival Association
Jump, Jive and Jam
Little Rock, AR U.S.A.
**Best Commemorative Poster**
Budget: Under $250,000
Award Won: **Silver**

Arkansas Festival Association
World's Championship Duck Calling Contest & Wings Over the Prairie Festival
Little Rock, AR U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: $250,000-$499,999
Award Won: **Gold**

ArtsQuest
Musikfest
Bethlehem, PA U.S.A.
**Best T-Shirt Design**
Budget: $500,000-$1.5 Million
Award Won: **Gold**

Asheville Parks & Recreation/Festivals
Asheville Film Festival
Asheville, NC U.S.A.
**Best Newspaper Insert/Supplement**
Budget: Under $250,000
Award Won: **Gold**
Asheville Parks & Recreation/Festivals
Asheville Film Festival
Asheville, NC  U.S.A.
Best Pin or Button (by an event)
Budget: Under $250,000
Award Won: Silver

Asheville Parks & Recreation/Festivals
Bele Chere
Asheville, NC  U.S.A.
Best Pin or Button (by an event)
Budget: $250,000-$499,999
Award Won: Bronze

Asheville Parks & Recreation/Festivals
Bele Chere
Asheville, NC  U.S.A.
Best Pin or Button (by an event)
Budget: $250,000-$499,999
Award Won: Silver

Asheville Parks & Recreation/Festivals
Asheville Film Festival
Asheville, NC  U.S.A.
Best Newspaper Insert/Supplement
Budget: $250,000-$499,999
Award Won: Gold

Asheville Parks & Recreation/Festivals
Bele Chere
Asheville, NC  U.S.A.
Best Hat
Budget: $250,000-$499,999
Award Won: Silver

Assistance League of Norman
May Fair Arts Festival
Norman, OK  U.S.A.
Best Street Banner
Budget: Under $250,000
Award Won: Silver

Assistance League of Norman
May Fair Arts Festival
Norman, OK  U.S.A.
Best Volunteer Program
Budget: Under $250,000
Award Won: Gold

Assistance League of Norman
May Fair Arts Festival
Norman, OK  U.S.A.
Best Educational Program
Budget: Under $250,000
Award Won: Silver

Assistance League of Norman
May Fair Arts Festival
Norman, OK  U.S.A.
Best Event/Program to Benefit a Charity
Budget: Under $250,000
Award Won: Silver

Assistance League of Norman
May Fair Arts Festival
Norman, OK  U.S.A.
Best Community Outreach Program
Budget: Under $250,000
Award Won: Bronze

Autumn Leaf Festival-Clarion Area Chamber of Business and Industry
Autumn Leaf Festival
Clarion, PA  U.S.A.
Best Grand Pinnacle
Budget: Under $250,000
Award Won: Gold
<table>
<thead>
<tr>
<th>Winner</th>
<th>Award Category</th>
<th>Budget Range</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn Leaf Festival-Clarion Area Chamber of Business and Industry</td>
<td>Best Cover Design</td>
<td>Under $250,000</td>
<td>Bronze</td>
</tr>
<tr>
<td>Autumn Leaf Festival-Clarion Area Chamber of Business and Industry</td>
<td>Best Overall Merchandising Program</td>
<td>Under $250,000</td>
<td>Gold</td>
</tr>
<tr>
<td>Autumn Leaf Festival-Clarion Area Chamber of Business and Industry</td>
<td>Best Volunteer Program</td>
<td>Under $250,000</td>
<td>Silver</td>
</tr>
<tr>
<td>Bands of America, Inc.</td>
<td>Best New Fund-raising Program</td>
<td>Over $1.5 Million</td>
<td>Bronze</td>
</tr>
<tr>
<td>Bands of America, Inc.</td>
<td>Best Overall Merchandising Program</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Bands of America, Inc.</td>
<td>Best Event/Organization E-newsletter</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Battle of Flowers Association</td>
<td>Best Cover Design</td>
<td>$250,000-$499,999</td>
<td>Bronze</td>
</tr>
<tr>
<td>Battle of Flowers Association</td>
<td>Best Volunteer Program</td>
<td>$250,000-$499,999</td>
<td>Gold</td>
</tr>
<tr>
<td>Battle of Flowers Association</td>
<td>Best Miscellaneous Printed Materials</td>
<td>$250,000-$499,999</td>
<td>Silver</td>
</tr>
<tr>
<td>Organization</td>
<td>Event/Program</td>
<td>City, State, Country</td>
<td>Category</td>
</tr>
<tr>
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<td>--------------------------------------------</td>
</tr>
<tr>
<td>Battle of Flowers Association</td>
<td>Battle of Flowers Parade</td>
<td>San Antonio, TX, U.S.A.</td>
<td>Best Other Merchandise</td>
</tr>
<tr>
<td>Battle of Flowers Association</td>
<td>Battle of Flowers Parade</td>
<td>San Antonio, TX, U.S.A.</td>
<td>Best Miscellaneous Clothing</td>
</tr>
<tr>
<td>Bellingham Festival of Music</td>
<td>Bellingham, WA, U.S.A.</td>
<td>Bellingham Festival of Music</td>
<td>Best Promotional Brochure (3 or less colors)</td>
</tr>
<tr>
<td>Bellingham Festival of Music</td>
<td>Bellingham, WA, U.S.A.</td>
<td>Bellingham Festival of Music</td>
<td>Best Promotional Poster</td>
</tr>
<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best Full Length TV Program (local)</td>
</tr>
<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best Miscellaneous Printed Materials (single page)</td>
</tr>
<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best Single New Sponsorship Program</td>
</tr>
<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best Event/Program to Benefit a Charity</td>
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<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best New Promotion</td>
</tr>
<tr>
<td>Borderfest Association</td>
<td>BorderFest 2004 &quot;A Salute to Italy&quot;</td>
<td>Hidalgo, TX, U.S.A.</td>
<td>Best New Event (within an existing festival)</td>
</tr>
</tbody>
</table>
Borderfest Association
BorderFest 2004 "A Salute to Italy"
Hidalgo, TX U.S.A.
Best Hat
Budget: $250,000-$499,999
Award Won: Gold

Buccaneer Commission, Inc.
Buc Days
Corpus Christi, TX U.S.A.
Best Sponsor Solicitation Video
Budget: $500,000-$1.5 Million
Award Won: Silver

Buccaneer Commission, Inc.
Buc Days
Corpus Christi, TX U.S.A.
Best Newspaper Insert/Supplement
Budget: $500,000-$1.5 Million
Award Won: Bronze

Buccaneer Commission, Inc.
Buc Days
Corpus Christi, TX U.S.A.
Best Single New Sponsorship Program
Budget: $500,000-$1.5 Million
Award Won: Bronze

California Poppy Festival/City of Lancaster
California Poppy Festival
Lancaster, CA U.S.A.
Best Sponsor Solicitation Video
Budget: Under $250,000
Award Won: Gold

California Poppy Festival/City of Lancaster
California Poppy Festival
Lancaster, CA U.S.A.
Best Promotional Poster
Budget: Under $250,000
Award Won: Gold

California Poppy Festival/City of Lancaster
California Poppy Festival
Lancaster, CA U.S.A.
Best Miscellaneous Printed Materials
(multiple page)
Budget: Under $250,000
Award Won: Silver

California Poppy Festival/City of Lancaster
California Poppy Festival
Lancaster, CA U.S.A.
Best Hat
Budget: Under $250,000
Award Won: Silver
Canadian Tulip Festival/Festival Canadien des Tulipes
Canadian Tulip Festival
Ottawa, ON Canada
Best Grand Pinnacle
Budget: $500,000-$1.5 Million
Award Won: Bronze

Canadian Tulip Festival/Festival Canadien des Tulipes
Canadian Tulip Festival
Ottawa, ON Canada
Best TV Promotion
Budget: $500,000-$1.5 Million
Award Won: Bronze

Canadian Tulip Festival/Festival Canadien des Tulipes
Canadian Tulip Festival
Ottawa, ON Canada
Best Promotional Brochure (4 or more colors)
Budget: $500,000-$1.5 Million
Award Won: Bronze

Canadian Tulip Festival/Festival Canadien des Tulipes
Canadian Tulip Festival
Ottawa, ON Canada
Best New Fund-raising Program
Budget: $500,000-$1.5 Million
Award Won: Gold

Cause We Care Inc.
Ottawa Citizen Urban Challenge
Ottawa, ON Canada
Best Miscellaneous Printed Materials (multiple page)
Budget: Under $250,000
Award Won: Bronze

Cedar Rapids Freedom Festival
Cedar Rapids, IA U.S.A.
Best TV Promotion
Budget: $500,000-$1.5 Million
Award Won: Gold

Cedar Rapids Freedom Festival
Cedar Rapids, IA U.S.A.
Best New Fund-raising Program
Budget: $500,000-$1.5 Million
Award Won: Silver

Cedar Rapids Freedom Festival
Cedar Rapids, IA U.S.A.
Best Single New Sponsorship Program
Budget: $500,000-$1.5 Million
Award Won: Gold

Cedar Rapids Freedom Festival
Cedar Rapids, IA U.S.A.
Best Most Creative/Effective News Stunt
Budget: $500,000-$1.5 Million
Award Won: Gold
<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Details</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Celtic Arts Foundation</strong></td>
<td>Skagit Valley Highland Games &amp; Scottish Faire, Mount Vernon, WA U.S.A.</td>
<td><strong>Best Website</strong>&lt;br&gt;Budget: Under $250,000</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Grand Pinnacle</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Newspaper Insert/Supplement</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
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<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Commemorative Poster</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Single Newspaper Display Ad</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Single Magazine Display Ad</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Volunteer Program</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best New Event (within an existing festival)</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td><strong>Cherry Creek Arts Festival</strong></td>
<td>Denver, CO U.S.A.</td>
<td><strong>Best Press/Media Kit</strong>&lt;br&gt;Budget: $500,000-$1.5 Million</td>
</tr>
</tbody>
</table>
### Cherry Creek Arts Festival
Denver, CO  U.S.A.

**Best Pin or Button (by an event)**
Budget: $500,000-$1.5 Million  
Award Won: **Gold**

**Best Miscellaneous Clothing**
Budget: $500,000-$1.5 Million  
Award Won: **Gold**

---

### Chickasaw Festival & Annual Meeting/Chickasaw Nation
Chickasaw Annual Meeting & Festival
Tishomingo, OK  U.S.A.

**Best New Event (within an existing festival)**
Budget: Under $250,000  
Award Won: **Bronze**

---

### Churchill Downs, Inc.
Churchill Downs
Louisville, KY  U.S.A.

**Best Miscellaneous Printed Materials (multiple page)**
Budget: Over $1.5 Million  
Award Won: **Gold - Tie**

---

### Churchill Downs, Inc.
Churchill Downs
Louisville, KY  U.S.A.

**Best Single Magazine Display Ad**
Budget: Over $1.5 Million  
Award Won: **Gold**

---

### Churchill Downs, Inc.
Churchill Downs Inc.
Louisville, KY  U.S.A.

**Best Event/Organization Newsletter**
Budget: Over $1.5 Million  
Award Won: **Gold**

---

### Churchill Downs, Inc.
Churchill Downs
Louisville, KY  U.S.A.

**Best Miscellaneous Printed Materials (multiple page)**
Budget: Over $1.5 Million  
Award Won: **Bronze**

---

### Churchill Downs, Inc.
Churchill Downs/Belmont Simulcast
Louisville, KY  U.S.A.

**Best Radio Promotion**
Budget: Over $1.5 Million  
Award Won: **Silver**
### 2004 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

<table>
<thead>
<tr>
<th>Organization</th>
<th>Award Category</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Churchill Downs, Inc.**           | Best Full Length TV Program (national)              | Churchill Downs, Inc. Kentucky Derby Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Silver**                                                |
|                                    | Best Commemorative Poster                           | Churchill Downs, Inc. Kentucky Derby Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Silver**                                                |
|                                    | Best Cover Design                                   | Churchill Downs, Inc. Kentucky Derby Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Bronze** - Tie                                          |
|                                    | Best Other Merchandise                              | Churchill Downs, Inc. Kentucky Derby Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Bronze**                                                |
|                                    | Best Overall Merchandising Program                  | Churchill Downs, Inc. Kentucky Derby Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Gold**                                                  |
|                                    | Best Promotional Brochure (4 or more colors)        | Churchill Downs, Inc. Spring Race Meet Louisville, KY U.S.A.  
                                    | Budget: Over $1.5 Million  
                                    | Award Won: **Silver**                                                |
| **City of Aurora, Special Events** | Best Single New Sponsorship Program                 | City of Aurora, Special Events KidSpree Aurora, CO U.S.A.  
                                    | Budget: Under $250,000  
                                    | Award Won: **Silver**                                                |
|                                    | Best Media Relations Campaign                       | City of Aurora, Special Events KidSpree Aurora, CO U.S.A.  
                                    | Budget: Under $250,000  
                                    | Award Won: **Gold**                                                  |
|                                    | Best Most Creative/Effective News Stunt             | City of Aurora, Special Events Pumpkin Fest Aurora, CO U.S.A.  
                                    | Budget: Under $250,000  
                                    | Award Won: **Bronze**                                                |
| **City of Columbia, Office of Cultural Affairs** | Best Commemorative Poster                             | City of Columbia, Office of Cultural Affairs The Columbia Festival of the Arts Columbia, MO U.S.A.  
                                    | Budget: Under $250,000  
                                    | Award Won: **Gold**                                                |
City of Euless/"Arbor Daze"
Arbor Daze 2004
Euless, TX U.S.A.
Best Street Banner
Budget: $500,000-$1.5 Million
Award Won: Bronze

City of Euless/"Arbor Daze"
Arbor Daze 2004
Euless, TX U.S.A.
Best Volunteer Program
Budget: $500,000-$1.5 Million
Award Won: Silver

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Sponsor Solicitation Video
Budget: $250,000-$499,999
Award Won: Gold

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Event Program (interior 3 or less colors)
Budget: $250,000-$499,999
Award Won: Silver

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Promotional Brochure (3 or less colors)
Budget: $250,000-$499,999
Award Won: Silver

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Solicitation Package
Budget: $250,000-$499,999
Award Won: Bronze

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Cover Design
Budget: $250,000-$499,999
Award Won: Silver

City of Euless/"Arbor Daze"
Games of Texas
Euless, TX U.S.A.
Best Press/Media Kit
Budget: $250,000-$499,999
Award Won: Bronze

City of Garland
Star Spangled Fourth
Garland, TX U.S.A.
Best TV Promotion
Budget: $250,000-$499,999
Award Won: Bronze

City of Garland
Star Spangled Fourth
Garland, TX U.S.A.
Best Promotional Brochure (4 or more colors)
Budget: $250,000-$499,999
Award Won: Bronze
City of Garland
Star Spangled Fourth
Garland, TX U.S.A.

**Best Street Banner**
Budget: $250,000-$499,999
Award Won: Silver

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

**Best Promotional Poster**
Budget: $250,000-$499,999
Award Won: Gold

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

**Best Single Newspaper Display Ad**
Budget: $250,000-$499,999
Award Won: Bronze

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

**Best Ad Series**
Budget: $250,000-$499,999
Award Won: Silver

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

**Best Sponsor Follow-up Report**
Budget: $250,000-$499,999
Award Won: Gold

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

**Best Volunteer Program**
Budget: $250,000-$499,999
Award Won: Silver

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

**Best Community Outreach Program**
Budget: $250,000-$499,999
Award Won: Gold

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

**Best Media Relations Campaign**
Budget: $250,000-$499,999
Award Won: Gold

City of Harrisburg
Department of Parks and Recreation - Various
Harrisburg, PA U.S.A.

**Best Solicitation Package**
Budget: Under $250,000
Award Won: Gold

City of Harrisburg
Kipona 2003
Harrisburg, PA U.S.A.

**Best Event Program (interior 3 or less colors)**
Budget: Under $250,000
Award Won: Bronze
City of Hurst
Hurst Stars & Stripes
Hurst, TX U.S.A.
Best Solicitation Package
Budget: Under $250,000
Award Won: Silver

City of O'Fallon Office of Tourism & Festivals
O'Fallon's Fall Festival 5K Fun Run
O'Fallon, MO U.S.A.
Best New Event (within an existing festival)
Budget: Under $250,000
Award Won: Gold

City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.
Best Grand Pinnacle
Budget: Under $250,000
Award Won: Silver

City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.
Best Single Newspaper Display Ad
Budget: Under $250,000
Award Won: Silver

City of Richardson
The Great Fountain Plaza Festival
Richardson, TX U.S.A.
Best Community Outreach Program
Budget: Under $250,000
Award Won: Silver

City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.
Best Sponsor Follow-up Report
Budget: $500,000-$1.5 Million
Award Won: Gold

City of Peoria, Community Promotions/Special Events
July 4 All American Festival
Peoria, AZ U.S.A.
Best Sponsor Follow-up Report
Budget: Under $250,000
Award Won: Bronze
City of Thornton
"Ceremony of Remembrance"
Thornton, CO  U.S.A.

Best Full Length TV Program (local)
Budget: $250,000-$499,999
Award Won: Silver

City of Thornton
"Ceremony of Remembrance"
Thornton, CO  U.S.A.

Best Volunteer Program
Budget: $250,000-$499,999
Award Won: Bronze

City of Thornton
"Ceremony of Remembrance"
Thornton, CO  U.S.A.

Best New Event (within an existing festival)
Budget: $250,000-$499,999
Award Won: Gold

City of Toronto
Cavalcade of Lights 2003
Toronto, ON  Canada

Best Event Photograph
Budget: $250,000-$499,999
Award Won: Bronze

City of Toronto
WinterCity 2004
Toronto, ON  Canada

Best Event Photograph
Budget: $500,000-$1.5 Million
Award Won: Bronze

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

Best Miscellaneous Printed Materials (single page)
Budget: Under $250,000
Award Won: Bronze

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

Best Most Creative/Effective News Stunt
Budget: Under $250,000
Award Won: Gold

City of West Palm Beach
CityFit
West Palm Beach, FL  U.S.A.

Best New Promotion
Budget: Under $250,000
Award Won: Gold

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

Best Event/Program to Benefit a Charity
Budget: $250,000-$499,999
Award Won: Gold
City of West Palm Beach
Clematis by Night
West Palm Beach, FL  U.S.A.
**Best New Event (within an existing festival)**
Budget: $250,000-$499,999
Award Won: **Bronze**

City of West Palm Beach
Kaleidoscope 2004
West Palm Beach, FL  U.S.A.
**Best Promotional Poster**
Budget: Under $250,000
Award Won: **Bronze - Tie**

City of West Palm Beach
Kaleidoscope 2004
West Palm Beach, FL  U.S.A.
**Best Educational Program**
Budget: Under $250,000
Award Won: **Gold**

City of West Palm Beach
Kaleidoscope 2004
West Palm Beach, FL  U.S.A.
**Best Community Outreach Program**
Budget: Under $250,000
Award Won: **Gold**

Conference & Exhibition Management Services Pte., Ltd.
Singapore Food Festival 2004
#09-43 Harbour Front Centre,  Singapore
**Best Event/Program to Benefit a Charity**
Budget: $250,000-$499,999
Award Won: **Bronze**

Conference & Exhibition Management Services Pte., Ltd.
Singapore Food Festival 2004
#09-43 Harbour Front Centre,  Singapore
**Best New Fund-raising Program**
Budget: $250,000-$499,999
Award Won: **Gold**

Cowboy Poetry & Music Festival at Melody Ranch
Cowboy Poetry & Music Festival
Santa Clarita, CA  U.S.A.
**Best Pin or Button (by an event)**
Budget: $250,000-$499,999
Award Won: **Gold**

Cowboy Poetry & Music Festival at Melody Ranch
Santa Clarita, CA  U.S.A.
**Best Event Program (interior 3 or less colors)**
Budget: $250,000-$499,999
Award Won: **Bronze**

Cowboy Poetry & Music Festival at Melody Ranch
Santa Clarita, CA  U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: $250,000-$499,999
Award Won: **Gold**

Cowboy Poetry & Music Festival at Melody Ranch
Santa Clarita, CA  U.S.A.
**Best Street Banner**
Budget: $250,000-$499,999
Award Won: **Gold**
<table>
<thead>
<tr>
<th><strong>IFEA/Haas &amp; Wilkerson Pinnacle Award Winners</strong></th>
<th><strong>Feather Falls</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cowboy Poetry &amp; Music Festival at Melody Ranch</strong></td>
<td>Santa Clarita, CA  U.S.A.</td>
</tr>
<tr>
<td><strong>Best Commemorative Poster</strong></td>
<td>Budget: $250,000-$499,999</td>
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<tr>
<td>Award Won: <strong>Silver</strong></td>
<td><strong>Cowboy Poetry &amp; Music Festival at Melody Ranch</strong></td>
</tr>
<tr>
<td>Santa Clarita, CA  U.S.A.</td>
<td><strong>Best Single Magazine Display Ad</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: $250,000-$499,999</td>
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<tr>
<td>Award Won: <strong>Gold</strong></td>
<td><strong>Daytona Beach Area Convention &amp; Visitors Bureau</strong></td>
</tr>
<tr>
<td><strong>Daytona Beach Area Convention &amp; Visitors Bureau</strong></td>
<td>Biketoberfest</td>
</tr>
<tr>
<td>Daytona Beach, FL  U.S.A.</td>
<td><strong>Best Event Program (interior 4 or more colors)</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: Under $250,000</td>
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<tr>
<td>Award Won: <strong>Silver</strong></td>
<td><strong>Daytona Beach Area Convention &amp; Visitors Bureau</strong></td>
</tr>
<tr>
<td><strong>Decatur Arts Alliance, Inc</strong></td>
<td>Decatur Arts Festival &amp; Garden Tour</td>
</tr>
<tr>
<td>Decatur, GA  U.S.A.</td>
<td><strong>Best Single Magazine Display Ad</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: Under $250,000</td>
</tr>
<tr>
<td>Award Won: <strong>Bronze</strong></td>
<td><strong>Decatur Arts Alliance, Inc</strong></td>
</tr>
<tr>
<td><strong>Decatur Arts Alliance, Inc</strong></td>
<td>Decatur Arts Festival &amp; Garden Tour</td>
</tr>
<tr>
<td>Decatur, GA  U.S.A.</td>
<td><strong>Best Ad Series</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: Under $250,000</td>
</tr>
<tr>
<td>Award Won: <strong>Gold</strong></td>
<td><strong>Decatur Downtown Development Authority</strong></td>
</tr>
<tr>
<td><strong>Decatur Downtown Development Authority</strong></td>
<td>The Great Decatur Beer Tasting Festival 2003</td>
</tr>
<tr>
<td>Decatur, GA  U.S.A.</td>
<td><strong>Best Event/Program to Benefit a Charity</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: Under $250,000</td>
</tr>
<tr>
<td>Award Won: <strong>Bronze</strong></td>
<td><strong>Des Moines Arts Festival</strong></td>
</tr>
<tr>
<td><strong>Des Moines Arts Festival</strong></td>
<td>Des Moines, IA  U.S.A.</td>
</tr>
<tr>
<td></td>
<td><strong>Best Promotional Poster</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td>Award Won: <strong>Gold</strong></td>
<td><strong>Des Moines Arts Festival</strong></td>
</tr>
<tr>
<td><strong>Des Moines Arts Festival</strong></td>
<td>Des Moines, IA  U.S.A.</td>
</tr>
<tr>
<td></td>
<td><strong>Best Single Newspaper Display Ad</strong></td>
</tr>
<tr>
<td></td>
<td>Budget: $500,000-$1.5 Million</td>
</tr>
<tr>
<td>Award Won: <strong>Silver</strong></td>
<td><strong>Des Moines Arts Festival</strong></td>
</tr>
<tr>
<td><strong>Des Moines Arts Festival</strong></td>
<td>Des Moines, IA  U.S.A.</td>
</tr>
</tbody>
</table>
Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Ad Series**  
Budget: $500,000-$1.5 Million  
Award Won: **Gold**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Solicitation Package**  
Budget: $500,000-$1.5 Million  
Award Won: **Bronze**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Overal Sponsorship**  
Budget: $500,000-$1.5 Million  
Award Won: **Silver**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Overall Sponsorship**  
Budget: $500,000-$1.5 Million  
Award Won: **Bronze**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Media Relations Campaign**  
Budget: $500,000-$1.5 Million  
Award Won: **Silver**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best New Fund-raising Program**  
Budget: $500,000-$1.5 Million  
Award Won: **Bronze**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Media Relations Campaign**  
Budget: $500,000-$1.5 Million  
Award Won: **Silver**

Des Moines Arts Festival  
Des Moines, IA  U.S.A.  
**Best Hat**  
Budget: $500,000-$1.5 Million  
Award Won: **Gold**

Devine Racing & Events  
Salt Lake City Marathon & 5K  
Salt Lake City, UT  U.S.A.  
**Best Press/Media Kit**  
Budget: $500,000-$1.5 Million  
Award Won: **Bronze**

Dickens on The Strand/Galveston Historical Foundation  
Galveston Historic Homes Tour  
Galveston, TX  U.S.A.  
**Best Event Program (interior 3 or less colors)**  
Budget: Under $250,000  
Award Won: **Silver**
Festivals & Events Division of Downtown Fort Worth, Inc.
Main St. Fort Worth Arts Festival
Fort Worth, TX  U.S.A.
**Best Sponsor Solicitation Video**
Budget: $500,000-$1.5 Million
Award Won: Gold

Festivals & Events Division of Downtown Fort Worth, Inc.
Main St. Fort Worth Arts Festival
Fort Worth, TX  U.S.A.
**Best Solicitation Package**
Budget: $500,000-$1.5 Million
Award Won: Gold

Fiesta Oyster Bake (St. Mary's Univ. Alumni Association)
Fiesta Oyster Bake
San Antonio, TX  U.S.A.
**Best Event/Organization Newsletter**
Budget: $500,000-$1.5 Million
Award Won: Gold

Fiesta Oyster Bake (St. Mary's Univ. Alumni Association)
Fiesta Oyster Bake
San Antonio, TX  U.S.A.
**Best Event/Program to Benefit a Charity**
Budget: $500,000-$1.5 Million
Award Won: Bronze

Fiesta San Antonio
Fiesta San Antonio 2004
San Antonio, TX  U.S.A.
**Best Full Length TV Program (local)**
Budget: Over $1.5 Million
Award Won: Silver

Fiesta San Antonio
San Antonio, TX  U.S.A.
**Best Press/Media Kit**
Budget: Over $1.5 Million
Award Won: Bronze

Fiesta San Antonio
San Antonio, TX  U.S.A.
**Best Hat**
Budget: Over $1.5 Million
Award Won: Bronze

Fiesta San Antonio
San Antonio, TX  U.S.A.
**Best Miscellaneous Clothing**
Budget: Over $1.5 Million
Award Won: Bronze
Fiesta San Antonio
San Antonio, TX  U.S.A.
Best Overall Merchandising Program
Budget: Over $1.5 Million
Award Won: Bronze

Foley Convention & Visitors Bureau
3rd Annual Heritage Harbor Days
Foley, AL  U.S.A.
Best Hat
Budget: Under $250,000
Award Won: Gold

Fond du Lac Festivals, Inc.
Walleye Weekend 2004
Fond du Lac, WI  U.S.A.
Best Radio Promotion
Budget: Under $250,000
Award Won: Silver

Fond du Lac Festivals, Inc.
Walleye Weekend 2004
Fond du Lac, WI  U.S.A.
Best Press/Media Kit
Budget: Under $250,000
Award Won: Gold

Fond du Lac Festivals, Inc.
Walleye Weekend 2004
Fond du Lac, WI  U.S.A.
Best Company Image Pieces
Budget: Under $250,000
Award Won: Bronze

Fourth Avenue Merchants Association
Fourth Avenue Street Fair
Tucson, AZ  U.S.A.
Best T-Shirt Design
Budget: $250,000-$499,999
Award Won: Silver

French Quarter Festivals, Inc.
Satchmo Summer Festival
New Orleans, LA  U.S.A.
Best Promotional Brochure (3 or less colors)
Budget: Under $250,000
Award Won: Silver

French Quarter Festivals, Inc.
Satchmo Summer Festival
New Orleans, LA  U.S.A.
Best Press/Media Kit
Budget: Under $250,000
Award Won: Silver

French Quarter Festivals, Inc.
New Orleans, LA  U.S.A.
Best Event/Organization Newsletter
Budget: $500,000-$1.5 Million
Award Won: Silver

French Quarter Festivals, Inc.
New Orleans, LA  U.S.A.
Best Commemorative Poster
Budget: $500,000-$1.5 Million
Award Won: Silver
Friends of the Festival, Inc.
Riverbend Festival
Chattanooga, TN  U.S.A.
**Best TV Promotion**
Budget: Over $1.5 Million
Award Won: Bronze

Friends of the Festival, Inc.
Riverbend Festival
Chattanooga, TN  U.S.A.
**Best Street Banner**
Budget: Over $1.5 Million
Award Won: Silver

Gatlinburg Department of Tourism & Special Events
Gatlinburg, TN  U.S.A.
**Best T-Shirt Design**
Budget: Under $250,000
Award Won: Gold

Geneva Chamber of Commerce
Holiday Radio Advertising for Geneva, Illinois
Geneva, IL  U.S.A.
**Best Radio Promotion**
Budget: Under $250,000
Award Won: Gold

Gilroy Garlic Festival Association, Inc.
Gilroy Garlic Festival
Gilroy, CA  U.S.A.
**Best Commemorative Poster**
Budget: $500,000-$1.5 Million
Award Won: Bronze

Gilroy Garlic Festival Association, Inc.
Gilroy Garlic Festival
Gilroy, CA  U.S.A.
**Best Cover Design**
Budget: $500,000-$1.5 Million
Award Won: Bronze

Gilroy Garlic Festival Association, Inc.
Gilroy Garlic Festival
Gilroy, CA  U.S.A.
**Best Environmental Program**
Budget: $500,000-$1.5 Million
Award Won: Gold

Grapevine Convention & Visitors Bureau
Main Street Days
Grapevine, TX  U.S.A.
**Best Radio Promotion**
Budget: $500,000-$1.5 Million
Award Won: Gold

Grapevine Convention & Visitors Bureau
Main Street Days
Grapevine, TX  U.S.A.
**Best Event Program (interior 3 or less colors)**
Budget: $500,000-$1.5 Million
Award Won: Bronze

Grapevine Convention & Visitors Bureau
Main Street Days/Heritage Harbor Days Festival Exchange
Grapevine, TX  U.S.A.
**Best Educational Program**
Budget: Under $250,000
Award Won: Bronze
Grapevine Convention & Visitors Bureau
New Vintage Wine Trail
Grapevine, TX  U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: Under $250,000
Award Won: Silver

Gwinnett County Government
Gwinnett Glows '04
Lawrenceville, GA  U.S.A.
**Best Radio Promotion**
Budget: Under $250,000
Award Won: Bronze

Holiday Folk Fair International
Milwaukee, WI  U.S.A.
**Best Sponsor Follow-up Report**
Budget: Under $250,000
Award Won: Silver

I Productions
Wings 'N Wheels 2004
Stuart, FL  U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: Under $250,000
Award Won: Bronze

I Productions
Wings 'N Wheels 2004
Stuart, FL  U.S.A.
**Best Miscellaneous Printed Materials (single page)**
Budget: Under $250,000
Award Won: Silver

International Festival Lent
Festival Lent
Maribor, Slovenia
**Best Promotional Poster**
Budget: $500,000-$1.5 Million
Award Won: Silver

International Festival Lent
Festival Lent
Maribor, Slovenia
**Best T-Shirt Design**
Budget: $500,000-$1.5 Million
Award Won: Silver

International Festival Lent
Festival Lent
Maribor, Slovenia
**Best Miscellaneous Clothing**
Budget: $500,000-$1.5 Million
Award Won: Bronze

International VSA Arts Festival
Washington, DC  U.S.A.
**Best Grand Pinnacle**
Budget: Over $1.5 Million
Award Won: Bronze
International VSA Arts Festival
Washington, DC U.S.A.
Best Event/Organization Newsletter
Budget: Over $1.5 Million
Award Won: Silver

International VSA Arts Festival
Washington, DC U.S.A.
Best Miscellaneous Printed Materials (multiple page)
Budget: Over $1.5 Million
Award Won: Gold - Tie

International VSA Arts Festival
Washington, DC U.S.A.
Best Cover Design
Budget: Over $1.5 Million
Award Won: Bronze - Tie

International VSA Arts Festival
Washington, DC U.S.A.
Best Event Photograph
Budget: Over $1.5 Million
Award Won: Gold

International VSA Arts Festival
Washington, DC U.S.A.
Best Event Photograph
Budget: Over $1.5 Million
Award Won: Bronze

International VSA Arts Festival
Washington, DC U.S.A.
Best Solicitation Package
Budget: Over $1.5 Million
Award Won: Bronze

International VSA Arts Festival
Washington, DC U.S.A.
Best New Event (within an existing festival)
Budget: Over $1.5 Million
Award Won: Gold

International VSA Arts Festival
Washington, DC U.S.A.
Best Company Image Pieces
Budget: Over $1.5 Million
Award Won: Silver

Irish Fest Milwaukee
Milwaukee Irish Fest
Milwaukee, WI U.S.A.
Best Single New Sponsorship Program
Budget: $250,000-$499,999
Award Won: Bronze
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Association</th>
<th>City, State, Country</th>
<th>Category</th>
<th>Award Won</th>
<th>Budget Range</th>
<th>Budget Range</th>
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<tbody>
<tr>
<td>Irish Fest Milwaukee</td>
<td>Milwaukee Irish Fest</td>
<td>Milwaukee, WI U.S.A.</td>
<td>Best Press/Media Kit</td>
<td>Silver</td>
<td>$250,000-$499,999</td>
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<td>Irish Fest Milwaukee</td>
<td>Milwaukee Irish Fest</td>
<td>Milwaukee, WI U.S.A.</td>
<td>Best Media Relations Campaign</td>
<td>Silver</td>
<td>$250,000-$499,999</td>
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<td>Irish Fest Milwaukee</td>
<td>Milwaukee Irish Fest</td>
<td>Milwaukee, WI U.S.A.</td>
<td>Best Most Creative/Effective News Stunt</td>
<td>Silver</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Issaquah Chamber of Commerce/Salmon Days</td>
<td>Issaquah Salmon Days Festival</td>
<td>Issaquah, WA U.S.A.</td>
<td>Best Commemorative Poster</td>
<td>Gold</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Issaquah Chamber of Commerce/Salmon Days</td>
<td>Issaquah Salmon Days Festival</td>
<td>Issaquah, WA U.S.A.</td>
<td>Best Grand Pinnacle</td>
<td>Silver</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Issaquah Chamber of Commerce/Salmon Days</td>
<td>Issaquah Salmon Days Festival</td>
<td>Issaquah, WA U.S.A.</td>
<td>Best T-Shirt Design</td>
<td>Gold</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Issaquah Chamber of Commerce/Salmon Days</td>
<td>Issaquah Salmon Days Festival</td>
<td>Issaquah, WA U.S.A.</td>
<td>Best Pin or Button (by an event)</td>
<td>Silver</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Issaquah Chamber of Commerce/Salmon Days</td>
<td>Issaquah Salmon Days Festival</td>
<td>Issaquah, WA U.S.A.</td>
<td>Best Overall Merchandising Program</td>
<td>Gold</td>
<td>$250,000-$499,999</td>
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<tr>
<td>Jazz Rio</td>
<td>Jambalaya!</td>
<td>New Orleans, LA U.S.A.</td>
<td>Best Event Program (interior 4 or more colors)</td>
<td>Gold</td>
<td>Under $250,000</td>
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<tr>
<td>Kentucky Derby Festival</td>
<td>Kentucky Derby Festival</td>
<td>Louisville, KY U.S.A.</td>
<td>Best Grand Pinnacle</td>
<td>Gold</td>
<td>Over $1.5 Million</td>
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<tr>
<td>Category</td>
<td>Winner</td>
<td>Budget</td>
<td>Award Won</td>
<td></td>
<td></td>
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<td>---------------------------------------------------------------</td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Sponsor Solicitation Video</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Full Length TV Program (national)</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
<td></td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Event Program (interior 3 or less colors)</td>
<td>Over $1.5 Million</td>
<td>Bronze</td>
<td></td>
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<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Commemorative Poster</td>
<td>Over $1.5 Million</td>
<td>Bronze - Tie</td>
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<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Single Magazine Display Ad</td>
<td>Over $1.5 Million</td>
<td>Bronze</td>
<td></td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Solicitation Package</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
<td></td>
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</tr>
<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Single New Sponsorship Program</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Sponsor Follow-up Report</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
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<td></td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Overall Sponsorship</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Kentucky Derby Festival</strong></td>
<td>Best Volunteer Program</td>
<td>Over $1.5 Million</td>
<td>Bronze</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Kentucky Derby Festival
Louisville, KY U.S.A.
Best Educational Program
Budget: Over $1.5 Million
Award Won: Bronze

Kentucky Derby Festival
Louisville, KY U.S.A.
Best New Fund-raising Program
Budget: Over $1.5 Million
Award Won: Silver

Kentucky Derby Festival
Louisville, KY U.S.A.
Best New Event (within an existing festival)
Budget: Over $1.5 Million
Award Won: Bronze

Kentucky Derby Festival
Louisville, KY U.S.A.
Best Media Relations Campaign
Budget: Over $1.5 Million
Award Won: Bronze

Kentucky Derby Festival
Louisville, KY U.S.A.
Best Most Creative/Effective News Stunt
Budget: Over $1.5 Million
Award Won: Gold

Kentucky Derby Festival
Louisville, KY U.S.A.
Best T-Shirt Design
Budget: Over $1.5 Million
Award Won: Bronze

Kentucky Derby Festival
Louisville, KY U.S.A.
Best Other Merchandise
Budget: Over $1.5 Million
Award Won: Silver

Kentucky Derby Festival
Louisville, KY U.S.A.
Best Miscellaneous Clothing
Budget: Over $1.5 Million
Award Won: Gold

Lakefront Festival of Arts/Milwaukee Art Museum
Grape Lakes Food & Wine Festival
Milwaukee, WI U.S.A.
Best Miscellaneous Printed Materials
(multiple page)
Budget: Under $250,000
Award Won: Gold

Lakefront Festival of Arts/Milwaukee Art Museum
Grape Lakes Food & Wine Festival
Milwaukee, WI U.S.A.
Best Cover Design
Budget: Under $250,000
Award Won: Gold
<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Type</th>
<th>Program Name</th>
<th>Event Costs</th>
<th>Award Level</th>
<th>Winner</th>
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</thead>
<tbody>
<tr>
<td>Lakefront Festival of Arts/Milwaukee Art Museum</td>
<td>Lakefront Festival of Arts</td>
<td>Best Event Program (interior 4 or more colors)</td>
<td>Budget: $250,000-$499,999</td>
<td>Silver</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Commemorative Poster</td>
<td>Budget: $250,000-$499,999</td>
<td>Bronze</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Cover Design</td>
<td>Budget: $250,000-$499,999</td>
<td>Gold</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Miscellaneous Printed Materials (single page)</td>
<td>Budget: $250,000-$499,999</td>
<td>Bronze</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Hat</td>
<td>Budget: $250,000-$499,999</td>
<td>Bronze</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
</tr>
<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Miscellaneous Clothing</td>
<td>Budget: $250,000-$499,999</td>
<td>Silver</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td></td>
<td>Lakefront Festival of Arts</td>
<td>Best Overall Merchandising Program</td>
<td>Budget: $250,000-$499,999</td>
<td>Silver</td>
<td>Lakefront Festival of Arts/Milwaukee Art Museum, Milwaukee, WI U.S.A.</td>
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<tr>
<td>Larimer Arts Association</td>
<td>La Piazza dell’Arte</td>
<td>Best Street Banner</td>
<td>Budget: Under $250,000</td>
<td>Gold</td>
<td>Larimer Arts Association, Denver, CO U.S.A.</td>
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<tr>
<td></td>
<td>Lighter Than Air America</td>
<td>Best Pin or Button (by an event)</td>
<td>Budget: Under $250,000</td>
<td>Bronze</td>
<td>Lighter Than Air America, Boise, ID U.S.A.</td>
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<tr>
<td>Award Category</td>
<td>Event Title</td>
<td>Location</td>
<td>Budget Range</td>
<td>Award Won</td>
<td></td>
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<tr>
<td>-------------------------------------------------------------</td>
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<td></td>
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<tr>
<td><strong>Best Other Merchandise</strong></td>
<td>Lighter Than Air America</td>
<td>Boise, ID U.S.A.</td>
<td>Under $250,000</td>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td><strong>Best Grand Pinnacle</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td><strong>Best Overall Sponsorship</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
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<tr>
<td><strong>Best Event/Organization E-newsletter</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
<td></td>
</tr>
<tr>
<td><strong>Best Community Outreach Program</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
<td></td>
</tr>
<tr>
<td><strong>Best Environmental Program</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
<td></td>
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<tr>
<td><strong>Best Other Merchandise</strong></td>
<td>Macon Georgia's International Cherry Blossom Festival</td>
<td>Macon, GA U.S.A.</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
<td></td>
</tr>
</tbody>
</table>
Mad Booking, Inc.
Aquafina On the Bricks
Atlanta, GA  U.S.A.
**Best Website**
Budget: $500,000-$1.5 Million
Award Won: **Silver**

Marcus Photography
Easton, PA  U.S.A.
**Best Event Photograph**
Budget: Under $250,000
Award Won: **Gold**

Marcus Photography
Easton, PA  U.S.A.
**Best Event Photograph**
Budget: Under $250,000
Award Won: **Bronze - Tie**

Mastercard Alamo Bowl
San Antonio, TX  U.S.A.
**Best Website**
Budget: Over $1.5 Million
Award Won: **Gold**

Mastercard Alamo Bowl
San Antonio, TX  U.S.A.
**Best Event/Organization E-newsletter**
Budget: Over $1.5 Million
Award Won: **Bronze**

Mastercard Alamo Bowl
San Antonio, TX  U.S.A.
**Best Single Newspaper Display Ad**
Budget: Over $1.5 Million
Award Won: **Gold**

Memphis in May International Festival, Inc.
Beale Street Music Festival
Memphis, TN  U.S.A.
**Best Event Program (interior 3 or less colors)**
Budget: Over $1.5 Million
Award Won: **Gold**

Memphis in May International Festival, Inc.
Memphis in May
Memphis, TN  U.S.A.
**Best Commemorative Poster**
Budget: Over $1.5 Million
Award Won: **Bronze - Tie**

Memphis in May International Festival, Inc.
Memphis in May
Memphis, TN  U.S.A.
**Best Volunteer Program**
Budget: Over $1.5 Million
Award Won: **Gold**

Memphis in May International Festival, Inc.
Memphis in May
Memphis, TN  U.S.A.
**Best Educational Program**
Budget: Over $1.5 Million
Award Won: **Gold**
Memphis in May International Festival, Inc.
World Championship Barbecue Cooking Contest
Memphis, TN  U.S.A.
Best Sponsor Follow-up Report
Budget: Over $1.5 Million
Award Won: Bronze

Memphis in May International Festival, Inc.
World Championship Barbecue Cooking Contest
Memphis, TN  U.S.A.
Best New Event (within an existing festival)
Budget: Over $1.5 Million
Award Won: Silver

Memphis in May International Festival, Inc.
World Championship Barbecue Cooking Contest
Memphis, TN  U.S.A.
Best Pin or Button (by an event)
Budget: Over $1.5 Million
Award Won: Silver

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best Website
Budget: Over $1.5 Million
Award Won: Silver

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best Event/Organization E-newsletter
Budget: Over $1.5 Million
Award Won: Gold

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best Street Banner
Budget: Over $1.5 Million
Award Won: Gold

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best Ad Series
Budget: Over $1.5 Million
Award Won: Bronze

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best New Promotion
Budget: Over $1.5 Million
Award Won: Bronze

Milwaukee World Festival, Inc./Summerfest
Summerfest
Milwaukee, WI  U.S.A.
Best Press/Media Kit
Budget: Over $1.5 Million
Award Won: Silver

Minnesota Festivals & Events Association
Minneapolis, MN  U.S.A.
Best Company Image Pieces
Budget: Under $250,000
Award Won: Silver
Music in the Park/East Town Association
Bastille Days
Milwaukee, WI U.S.A.
Best Website
Budget: $500,000-$1.5 Million
Award Won: Bronze

Music in the Park/East Town Association
Music in the Park
Milwaukee, WI U.S.A.
Best Promotional Brochure (4 or more colors)
Budget: $500,000-$1.5 Million
Award Won: Gold

Music in the Park/East Town Association
Bastille Days
Milwaukee, WI U.S.A.
Best Cover Design
Budget: $500,000-$1.5 Million
Award Won: Silver

Music in the Park/East Town Association
Bastille Days
Milwaukee, WI U.S.A.
Best Website
Budget: Under $250,000
Award Won: Silver

Music in the Park/East Town Association
Music in the Park
Milwaukee, WI U.S.A.
Best Cover Design
Budget: Under $250,000
Award Won: Silver

Music in the Park/East Town Association
Music in the Park
Milwaukee, WI U.S.A.
Best Single New Sponsorship Program
Budget: $500,000-$1.5 Million
Award Won: Silver

National Capital Commission, Canada Day, Winterlude
Biking Country
Ottawa, ON Canada
Best Website
Budget: Under $250,000
Award Won: Bronze

National Capital Commission, Canada Day, Winterlude
Canada Day
Ottawa, ON Canada
Best Single New Sponsorship Program
Budget: $250,000-$499,999
Award Won: Silver

National Capital Commission, Canada Day, Winterlude
Canada and the World Pavillion
Ottawa, ON Canada
Best Ad Series
Budget: $500,000-$1.5 Million
Award Won: Bronze

National Capital Commission, Canada Day, Winterlude
Rideau Canal Skateway
Ottawa, ON Canada
Best Single New Sponsorship Program
Budget: $250,000-$499,999
Award Won: Silver
National Capital Commission, Canada Day, Winterlude
Winterlude
Ottawa, ON  Canada
Best Full Length TV Program (national)
Budget: $500,000-$1.5 Million
Award Won: Gold

Neiman Marcus/Adolphus/Children's Parade
Neiman Marcus Adolphus Children's Parade
Dallas, TX  U.S.A.
Best Grand Pinnacle
Budget: $250,000-$499,999
Award Won: Gold

Oktoberfest, Inc.
Oktoberfest
Tulsa, OK  U.S.A.
Best Website
Budget: $500,000-$1.5 Million
Award Won: Gold

Oktoberfest, Inc.
Oktoberfest
Tulsa, OK  U.S.A.
Best Event/Program to Benefit a Charity
Budget: $500,000-$1.5 Million
Award Won: Silver

ON THE WATERFRONT, Inc.
2004 On the Waterfront presented by Associated Bank
Rockford, IL  U.S.A.
Best Ad Series
Budget: Over $1.5 Million
Award Won: Gold

ON THE WATERFRONT, Inc.
2004 On the Waterfront presented by Associated Bank
Rockford, IL  U.S.A.
Best Environmental Program
Budget: Over $1.5 Million
Award Won: Silver

ON THE WATERFRONT, Inc.
Groove Walk 2004
Rockford, IL  U.S.A.
Best Press/Media Kit
Budget: Under $250,000
Award Won: Bronze

ON THE WATERFRONT, Inc.
Stars & Guitars on the Miller Lite Great Lawn
Rockford, IL  U.S.A.
Best Ad Series
Budget: $250,000-$499,999
Award Won: Bronze

Palm Beach County Public Affairs
Little League
West Palm Beach, FL  U.S.A.
Best Overall Sponsorship
Budget: Under $250,000
Award Won: Silver

Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL  U.S.A.
Best Sponsor Solicitation Video
Budget: Under $250,000
Award Won: Bronze
Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: Under $250,000
Award Won: Bronze

Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL U.S.A.
**Best Event/Organization Newsletter**
Budget: Under $250,000
Award Won: Bronze

Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL U.S.A.
**Best Solicitation Package**
Budget: Under $250,000
Award Won: Bronze

Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL U.S.A.
**Best Overall Sponsorship**
Budget: Under $250,000
Award Won: Gold

Palm Beach County Public Affairs
Palm Beach County Days
West Palm Beach, FL U.S.A.
**Best Miscellaneous Clothing**
Budget: Under $250,000
Award Won: Gold

Palm Beach County Public Affairs
South Florida Fair
West Palm Beach, FL U.S.A.
**Best TV Promotion**
Budget: Under $250,000
Award Won: Bronze

Palmdale Fall Festival/City of Palmdale Special Events
Palmdale Fall Festival
Palmdale, CA U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: $250,000-$499,999
Award Won: Silver

Palmdale Fall Festival/City of Palmdale Special Events
Palmdale Fall Festival
Palmdale, CA U.S.A.
**Best Miscellaneous Printed Materials (multiple page)**
Budget: $250,000-$499,999
Award Won: Bronze

Pasadena Strawberry Festival/San Jacinto Day Foundation
Pasadena Strawberry Festival
Pasadena, TX U.S.A.
**Best TV Promotion**
Budget: $250,000-$499,999
Award Won: Silver

Pasadena Strawberry Festival/San Jacinto Day Foundation
Pasadena Strawberry Festival
Pasadena, TX U.S.A.
**Best Full Length TV Program (national)**
Budget: $250,000-$499,999
Award Won: Gold
Pasadena Strawberry Festival/San Jacinto Day
Foundation
Pasadena Strawberry Festival
Pasadena, TX  U.S.A.
Best Radio Promotion
Budget: $250,000-$499,999
Award Won: Gold

Pasadena Tournament of Roses
Rose Parade & Rose Bowl Game
Pasadena, CA  U.S.A.
Best Press/Media Kit
Budget: Over $1.5 Million
Award Won: Gold

Peter Knipp Holdings Pte., Ltd.
World Gourmet Summit 2004
#05-06 Citilink Complex,  Singapore
Best Event/Organization E-newsletter
Budget: $500,000-$1.5 Million
Award Won: Gold

Pasadena Strawberry Festival/San Jacinto Day
Foundation
Pasadena Strawberry Festival
Pasadena, TX  U.S.A.
Best Website
Budget: $250,000-$499,999
Award Won: Silver

Pasadena Strawberry Festival/San Jacinto Day
Foundation
Pasadena Strawberry Festival
Pasadena, TX  U.S.A.
Best Sponsor Follow-up Report
Budget: $250,000-$499,999
Award Won: Silver

Pasadena Strawberry Festival/San Jacinto Day
Foundation
Pasadena Strawberry Festival
Pasadena, TX  U.S.A.
Best Community Outreach Program
Budget: $250,000-$499,999
Award Won: Silver

Pasadena Tournament of Roses
Rose Parade & Rose Bowl Game
Pasadena, CA  U.S.A.
Best Media Relations Campaign
Budget: Over $1.5 Million
Award Won: Gold

Pasadena Tournament of Roses
Rose Parade & Rose Bowl Game
Pasadena, CA  U.S.A.
Best Pin or Button (by an event)
Budget: Over $1.5 Million
Award Won: Gold

Peter Knipp Holdings Pte., Ltd.
World Gourmet Summit 2004
#05-06 Citilink Complex,  Singapore
Best Single Newspaper Display Ad
Budget: $500,000-$1.5 Million
Award Won: Gold
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Event Details</th>
<th>Category</th>
<th>Budget Range</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best Single Magazine Display Ad</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
</tr>
<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best Miscellaneous Printed Materials (single page)</td>
<td>$500,000-$1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best Event/Program to Benefit a Charity</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
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<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best Event/Program to Benefit a Charity</td>
<td>$500,000-$1.5 Million</td>
<td>Silver - Tie</td>
</tr>
<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best New Event (within an existing festival)</td>
<td>$500,000-$1.5 Million</td>
<td>Silver - Tie</td>
</tr>
<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best New Event (within an existing festival)</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
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<tr>
<td>Peter Knipp Holdings Pte., Ltd.</td>
<td>World Gourmet Summit 2004 #05-06 Citilink Complex, Singapore</td>
<td>Best Company Image Pieces</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
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<tr>
<td>Petoskey's Festival on the Bay</td>
<td>Petoskey, MI U.S.A.</td>
<td>Best Promotional Poster</td>
<td>Under $250,000</td>
<td>Silver</td>
</tr>
<tr>
<td>Pigeon Forge Office of Special Events</td>
<td>A Mountain Quiltfest Pigeon Forge, TN U.S.A.</td>
<td>Best Event Program (interior 3 or less colors)</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
</tr>
<tr>
<td>Pigeon Forge Office of Special Events</td>
<td>A Mountain Quiltfest Pigeon Forge, TN U.S.A.</td>
<td>Best Educational Program</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
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<tr>
<td>Organization</td>
<td>Event Name</td>
<td>City, State, U.S.A.</td>
<td>Best Program</td>
<td>Budget Range</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
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<tr>
<td>Pigeon Forge Office of Special Events</td>
<td>A Mountain Quiltfest</td>
<td>Pigeon Forge, TN U.S.A.</td>
<td>Community Outreach Program</td>
<td>$500,000-$1.5 Million</td>
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<td>Pigeon Forge Office of Special Events</td>
<td>Wilderness Wildlife Week</td>
<td>Pigeon Forge, TN U.S.A.</td>
<td>Event Program (interior 3 or less colors)</td>
<td>$500,000-$1.5 Million</td>
</tr>
<tr>
<td>Pigeon Forge Office of Special Events</td>
<td>Wilderness Wildlife Week</td>
<td>Pigeon Forge, TN U.S.A.</td>
<td>Environmental Program</td>
<td>$500,000-$1.5 Million</td>
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<tr>
<td>Pigeon Forge Office of Special Events</td>
<td>Wilderness Wildlife Week</td>
<td>Pigeon Forge, TN U.S.A.</td>
<td>Educational Program</td>
<td>$500,000-$1.5 Million</td>
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<tr>
<td>Pittsburgh Irish Festival, Inc.</td>
<td>Pittsburgh Irish Festival</td>
<td>Pittsburgh, PA U.S.A.</td>
<td>Best New Promotion</td>
<td>Under $250,000</td>
</tr>
<tr>
<td>Placer County Strawberry Festival</td>
<td>Roseville, CA U.S.A.</td>
<td>Best T-Shirt Design</td>
<td>$250,000</td>
<td>Silver</td>
</tr>
<tr>
<td>Placer County Strawberry Festival</td>
<td>Roseville, CA U.S.A.</td>
<td>Best Single Newspaper Display Ad</td>
<td>Under $250,000</td>
<td>Gold</td>
</tr>
<tr>
<td>Placer County Strawberry Festival</td>
<td>Roseville, CA U.S.A.</td>
<td>Best Single Magazine Display Ad</td>
<td>Under $250,000</td>
<td>Silver</td>
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</tbody>
</table>
Placer County Strawberry Festival
Roseville, CA  U.S.A.
Best Ad Series
Budget: Under $250,000
Award Won: Silver

Placer County Strawberry Festival
Roseville, CA  U.S.A.
Best Single New Sponsorship Program
Budget: Under $250,000
Award Won: Gold

Placer County Strawberry Festival
Roseville, CA  U.S.A.
Best Sponsor Follow-up Report
Budget: Under $250,000
Award Won: Gold

Placer County Strawberry Festival
Roseville, CA  U.S.A.
Best Pin or Button (by an event)
Budget: Under $250,000
Award Won: Gold

Port Townsend Film Festival
Port Townsend, WA  U.S.A.
Best Event Photograph
Budget: Under $250,000
Award Won: Bronze - Tie

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Full Length TV Program (national)
Budget: Over $1.5 Million
Award Won: Bronze

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Newspaper Insert/Supplement
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Newspaper Insert/Supplement
Budget: Over $1.5 Million
Award Won: Bronze

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Street Banner
Budget: Over $1.5 Million
Award Won: Bronze

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Commemorative Poster
Budget: Over $1.5 Million
Award Won: Gold
Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Solicitation Package**
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Single New Sponsorship Program**
Budget: Over $1.5 Million
Award Won: Bronze

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Sponsor Follow-up Report**
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Overall Sponsorship**
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Environmental Program**
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Educational Program**
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Event/Program to Benefit a Charity**
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Community Outreach Program**
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Community Outreach Program**
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.
**Best Community Outreach Program**
Budget: Over $1.5 Million
Award Won: Bronze
Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best New Fund-raising Program
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best New Promotion
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best New Promotion
Budget: Over $1.5 Million
Award Won: Silver

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Pin or Button (by an event)
Budget: Over $1.5 Million
Award Won: Bronze

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Company Image Pieces
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Hat
Budget: Over $1.5 Million
Award Won: Gold

Portland Rose Festival Association
Portland Rose Festival
Portland, OR  U.S.A.
Best Direct Mail Piece or Brochure
Budget: Over $1.5 Million
Award Won: Gold

Pro Football Hall of Fame Festival
Canton, OH  U.S.A.
Best Cover Design
Budget: Over $1.5 Million
Award Won: Gold

Pro Football Hall of Fame Festival
Canton, OH  U.S.A.
Best Cover Design
Budget: Over $1.5 Million
Award Won: Silver
<table>
<thead>
<tr>
<th>Organization/Event</th>
<th>Award Received</th>
<th>Budget</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCS Productions, Inc.</td>
<td>Best Event/Organization E-newsletter</td>
<td>Under $250,000</td>
<td>Silver</td>
</tr>
<tr>
<td>RCS Productions, Inc.</td>
<td>Best Direct Mail Piece or Brochure</td>
<td>Under $250,000</td>
<td>Bronze</td>
</tr>
<tr>
<td>Rocky Mountain Stampede</td>
<td>Best Grand Pinnacle</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Rocky Mountain Stampede</td>
<td>Best Ad Series</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Rocky Mountain Stampede</td>
<td>Best T-Shirt Design</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Rotterdam Festival</td>
<td>Best Miscellaneous Printed Materials (multiple page)</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
</tr>
<tr>
<td>Rotterdam Festival</td>
<td>Best Single Magazine Display Ad</td>
<td>$500,000-$1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Saint Louis Art Fair / Saint Louis Jazz Festival</td>
<td>Best Cover Design</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
</tr>
<tr>
<td>San Jose Holiday Parade/City of San Jose</td>
<td>Best Grand Pinnacle</td>
<td>Under $250,000</td>
<td>Bronze</td>
</tr>
</tbody>
</table>
San Jose Holiday Parade/City of San Jose
San Jose Holiday Parade
San Jose, CA U.S.A.
Best Full Length TV Program (local)
Budget: Under $250,000
Award Won: Bronze

San Jose Holiday Parade/City of San Jose
San Jose Holiday Parade
San Jose, CA U.S.A.
Best Street Banner
Budget: Under $250,000
Award Won: Bronze

Sausalito Art Festival
Sausalito, CA U.S.A.
Best Miscellaneous Printed Materials
(multiple page)
Budget: $500,000-$1.5 Million
Award Won: Silver

Sausalito Art Festival
Sausalito, CA U.S.A.
Best Pin or Button (by an event)
Budget: $500,000-$1.5 Million
Award Won: Bronze

Sausalito Art Festival
Sausalito, CA U.S.A.
Best Hat
Budget: $500,000-$1.5 Million
Award Won: Silver

Sentosa Resort
Balloon Hat Festival 2004
Sentosa, Singapore
Best New Event (within an existing festival)
Budget: Under $250,000
Award Won: Silver

Sentosa Resort
Carlsberg Sky Tower Attraction
Sentosa, Singapore
Best Miscellaneous Printed Materials
(multiple page)
Budget: $500,000-$1.5 Million
Award Won: Bronze

Sentosa Resort
Isle Chill
Sentosa, Singapore
Best Promotional Brochure (4 or more colors)
Budget: $500,000-$1.5 Million
Award Won: Silver

Sentosa Resort
Jet Ski Show 2003
Sentosa, Singapore
Best Radio Promotion
Budget: $500,000-$1.5 Million
Award Won: Silver
<table>
<thead>
<tr>
<th>Organization</th>
<th>Best Ad Series</th>
<th>Best Event/Organization E-newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentosa Resort</td>
<td>Sentosa &quot;Take A New Look&quot; Campaign, Sentosa, Singapore</td>
<td>Sentosa Leisure Group, Sentosa, Singapore</td>
</tr>
<tr>
<td>Best Ad Series</td>
<td>Budget: $250,000-$499,999</td>
<td>Budget: $500,000-$1.5 Million</td>
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<tr>
<td>Award Won: Gold</td>
<td>Award Won: Silver</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization</th>
<th>Best Single Newspaper Display Ad</th>
<th>Best Event Program (interior 3 or less colors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentosa Resort</td>
<td>Sky Tower, Sentosa, Singapore</td>
<td>Skagit Valley Tulip Festival, Mount Vernon, WA U.S.A.</td>
</tr>
<tr>
<td>Best Single Newspaper Display Ad</td>
<td>Budget: $250,000-$499,999</td>
<td>Best Event Program (interior 3 or less colors)</td>
</tr>
<tr>
<td>Award Won: Gold</td>
<td>Award Won: Bronze</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization</th>
<th>Best Radio Promotion</th>
<th>Best Commemorative Poster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentosa Resort</td>
<td>The Nation's Countdown 2004, Sentosa, Singapore</td>
<td>Skagit Valley Tulip Festival, Mount Vernon, WA U.S.A.</td>
</tr>
<tr>
<td>Best Radio Promotion</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Best Commemorative Poster</td>
</tr>
<tr>
<td>Award Won: Bronze</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Bronze</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Organization</th>
<th>Best Other Merchandise</th>
<th>Best Event Program (interior 3 or less colors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skagit Valley Tulip Festival</td>
<td>Mount Vernon, WA U.S.A.</td>
<td>Ski to Sea Festival, Bellingham, WA U.S.A.</td>
</tr>
<tr>
<td>Best Other Merchandise</td>
<td>Budget: Under $250,000</td>
<td>Best Event Program (interior 3 or less colors)</td>
</tr>
<tr>
<td>Award Won: Bronze</td>
<td>Budget: $250,000-$499,999</td>
<td>Award Won: Gold</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization</th>
<th>Best Newspaper Insert/Supplement</th>
<th>Best Company Image Pieces</th>
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</thead>
<tbody>
<tr>
<td>Ski to Sea Festival</td>
<td>Mount Vernon, WA U.S.A.</td>
<td>Sky's the Limit Productions, Salt Lake City, UT U.S.A.</td>
</tr>
<tr>
<td>Best Newspaper Insert/Supplement</td>
<td>Budget: $250,000-$499,999</td>
<td>Best Company Image Pieces</td>
</tr>
<tr>
<td>Award Won: Bronze</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Gold</td>
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</tbody>
</table>
Sky's the Limit Productions
Salt Lake City, UT U.S.A.
**Best Direct Mail Piece or Brochure**
Budget: Under $250,000
Award Won: Gold

St. Luke's Women's Fitness Celebration & Festival
St. Luke's Women's Fitness Celebration 5K Run/Walk & Women's Show
Boise, ID U.S.A.
**Best Solicitation Package**
Budget: $250,000-$499,999
Award Won: Gold

St. Luke's Women's Fitness Celebration & Festival
St. Luke's Women's Fitness Celebration 5K Run/Walk & Women's Show
Boise, ID U.S.A.
**Best Press/Media Kit**
Budget: $250,000-$499,999
Award Won: Gold

St. Paul Festival & Heritage Foundation
Saint Paul Winter Carnival
St. Paul, MN U.S.A.
**Best Ad Series**
Budget: $500,000-$1.5 Million
Award Won: Silver

Star of Texas Fair & Rodeo
Star of Texas Fair & Rodeo
Austin, TX U.S.A.
**Best TV Promotion**
Budget: Over $1.5 Million
Award Won: Gold

Star of Texas Fair & Rodeo
Star of Texas Fair & Rodeo
Austin, TX U.S.A.
**Best Promotional Poster**
Budget: Over $1.5 Million
Award Won: Bronze

Stone Mountain Park
Yellow Daisy Festival
Stone Mountain, GA U.S.A.
**Best Volunteer Program**
Budget: Under $250,000
Award Won: Bronze

Stone Mountain Park
Yellow Daisy Festival
Stone Mountain, GA U.S.A.
**Best Media Relations Campaign**
Budget: Under $250,000
Award Won: Silver

Stone Mountain Park
Yellow Daisy Festival
Stone Mountain, GA U.S.A.
**Best Miscellaneous Clothing**
Budget: Under $250,000
Award Won: Bronze

Stone Mountain Park
Yellow Daisy Festival
Stone Mountain, GA U.S.A.
**Best Overall Merchandising Program**
Budget: Under $250,000
Award Won: Silver
Stone Mountain Park
Yellow Daisy Festival
Stone Mountain, GA U.S.A.
**Best Direct Mail Piece or Brochure**
Budget: Under $250,000
Award Won: Silver

SunFest of Palm Beach County, Inc.
SunFest
West Palm Beach, FL U.S.A.
**Best Radio Promotion**
Budget: Over $1.5 Million
Award Won: Bronze

SunFest of Palm Beach County, Inc.
SunFest
West Palm Beach, FL U.S.A.
**Best Volunteer Program**
Budget: Over $1.5 Million
Award Won: Silver

Temecula Valley Balloon & Wine Festival
Temecula, CA U.S.A.
**Best Media Relations Campaign**
Budget: $500,000-$1.5 Million
Award Won: Bronze

Texas Folklife Festival
San Antonio, TX U.S.A.
**Best Website**
Budget: $250,000-$499,999
Award Won: Bronze

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.
**Best Full Length TV Program (local)**
Budget: Over $1.5 Million
Award Won: Bronze

The Pennsylvania Horticultural Society
Philadelphia Flower Show
Philadelphia, PA U.S.A.
**Best Full Length TV Program (local)**
Budget: Over $1.5 Million
Award Won: Gold

The Pennsylvania Horticultural Society
Philadelphia Flower Show
Philadelphia, PA U.S.A.
**Best Website**
Budget: Over $1.5 Million
Award Won: Bronze

The Pennsylvania Horticultural Society
Philadelphia Flower Show
Philadelphia, PA U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: Over $1.5 Million
Award Won: Silver

The Pennsylvania Horticultural Society
Philadelphia Flower Show
Philadelphia, PA U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: Over $1.5 Million
Award Won: Bronze
<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Description</th>
<th>Budget</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Pennsylvania Horticultural Society</td>
<td>Philadelphia Flower Show</td>
<td>Over $1.5 Million</td>
<td>Silver</td>
</tr>
<tr>
<td>Philadelphia, PA U.S.A.</td>
<td><em>Best Promotional Poster</em></td>
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<tr>
<td>The Virgin Islands Carnival Committee</td>
<td>Virgin Islands Carnival</td>
<td>$500,000-$1.5 Million</td>
<td>Bronze</td>
</tr>
<tr>
<td>St. Thomas, VI U.S.A.</td>
<td><em>Best Promotional Poster</em></td>
<td></td>
<td></td>
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<tr>
<td>The Woodlands Town Center Improvement District</td>
<td>Red, Hot &amp; Blue</td>
<td>Under $250,000</td>
<td>Bronze</td>
</tr>
<tr>
<td>The Woodlands, TX U.S.A.</td>
<td><em>Best Single Newspaper Display Ad</em></td>
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<tr>
<td>The Woodlands Town Center Improvement District</td>
<td>Red, Hot &amp; Blue Festival</td>
<td>Under $250,000</td>
<td>Bronze</td>
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<tr>
<td>The Woodlands, TX U.S.A.</td>
<td><em>Best T-Shirt Design</em></td>
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<tr>
<td>The Woodlands Town Center Improvement District</td>
<td>Red, Hot &amp; Blue Festival</td>
<td>Under $250,000</td>
<td>Bronze</td>
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<tr>
<td>The Woodlands, TX U.S.A.</td>
<td><em>Best Hat</em></td>
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<tr>
<td>The Woodlands Town Center Improvement District</td>
<td>Town Center Improvement District</td>
<td>Under $250,000</td>
<td>Bronze</td>
</tr>
<tr>
<td>The Woodlands, TX U.S.A.</td>
<td><em>Best Event/Organization Newsletter</em></td>
<td></td>
<td>Silver</td>
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<tr>
<td>The Woodlands Town Center Improvement District</td>
<td>Winter Wonderland, The Ice Rink, Red, Hot &amp; Blue Festival, Lighting of the Dove</td>
<td>Under $250,000</td>
<td>Silver</td>
</tr>
<tr>
<td>The Woodlands, TX U.S.A.</td>
<td><em>Best Most Creative/Effective News Stunt</em></td>
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</tbody>
</table>
Town of Addison
Taste Addison
Addison, TX U.S.A.
**Best T-Shirt Design**
Budget: $250,000-$499,999
Award Won: Bronze

Town of Addison
Taste Addison
Addison, TX U.S.A.
**Best Newspaper Insert/Supplement**
Budget: $250,000-$499,999
Award Won: Silver

Town of Addison
Taste Addison
Addison, TX U.S.A.
**Best Promotional Poster**
Budget: $250,000-$499,999
Award Won: Silver

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Grand Pinnacle**
Budget: $250,000-$499,999
Award Won: Bronze

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Website**
Budget: $250,000-$499,999
Award Won: Gold

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: $250,000-$499,999
Award Won: Bronze

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Miscellaneous Printed Materials**
(multiple page)
Budget: $250,000-$499,999
Award Won: Gold

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Miscellaneous Printed Materials (single page)**
Budget: $250,000-$499,999
Award Won: Gold

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Solicitation Package**
Budget: $250,000-$499,999
Award Won: Silver

Uptown Association
Metris Uptown Art Fair
Minneapolis, MN U.S.A.
**Best Community Outreach Program**
Budget: $250,000-$499,999
Award Won: Bronze
### Pinnacle Award Winners

#### Organization Order

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

**Best Media Relations Campaign**
- Budget: $250,000-$499,999
- Award Won: **Bronze**

**Best Most Creative/Effective News Stunt**
- Budget: $250,000-$499,999
- Award Won: **Gold**

**Best Other Merchandise**
- Budget: $250,000-$499,999
- Award Won: **Silver**

**Best Overall Merchandising Program**
- Budget: $250,000-$499,999
- Award Won: **Bronze**

**Best Direct Mail Piece or Brochure**
- Budget: $250,000-$499,999
- Award Won: **Gold**

**Best Promotional Brochure (3 or less colors)**
- Budget: $500,000-$1.5 Million
- Award Won: **Gold**

**Best Street Banner**
- Budget: $500,000-$1.5 Million
- Award Won: **Gold**

**Best Event Photograph**
- Budget: $500,000-$1.5 Million
- Award Won: **Silver**

**Best Miscellaneous Printed Materials (single page)**
- Budget: $500,000-$1.5 Million
- Award Won: **Gold**

**Best Miscellaneous Printed Materials (single page)**
- Budget: $500,000-$1.5 Million
- Award Won: **Bronze**
<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Details</th>
<th>Budget Range</th>
<th>Award Won</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utah Arts Festival</td>
<td>Best New Promotion</td>
<td>$500,000-$1.5 Million</td>
<td>Silver</td>
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<tr>
<td>Utah Arts Festival</td>
<td>Best Press/Media Kit</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
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<tr>
<td>Utah Arts Festival</td>
<td>Best Pin or Button (by an event)</td>
<td>$500,000-$1.5 Million</td>
<td>Silver</td>
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<tr>
<td>Utah Arts Festival</td>
<td>Best Overall Merchandising Program</td>
<td>$500,000-$1.5 Million</td>
<td>Gold</td>
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<tr>
<td>Utah Shakespearean Festival</td>
<td>Best Event Program (interior 4 or more colors)</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
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<td></td>
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</tr>
<tr>
<td>Village of Downers Grove Heritage Festival</td>
<td>Best Event Program (interior 4 or more colors)</td>
<td>Over $1.5 Million</td>
<td>Gold</td>
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<tr>
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<tr>
<td>Village of Downers Grove Heritage Festival</td>
<td>Best TV Promotion</td>
<td>$250,000-$499,999</td>
<td>Gold</td>
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<tr>
<td>Village of Downers Grove Heritage Festival</td>
<td>Best Full Length TV Program (local)</td>
<td>$250,000-$499,999</td>
<td>Gold</td>
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<tr>
<td>Village of Downers Grove Heritage Festival</td>
<td>Best Street Banner</td>
<td>$250,000-$499,999</td>
<td>Bronze</td>
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<tr>
<td>Virginia Beach Parks &amp; Recreation</td>
<td>Best Single New Sponsorship Program</td>
<td>Under $250,000</td>
<td>Bronze</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Walt Disney World</td>
<td>Best Miscellaneous Printed Materials (single page)</td>
<td>Over $1.5 Million</td>
<td>Bronze</td>
</tr>
</tbody>
</table>
Walt Disney World
EPCOT International Flower & Garden Festival
Orlando, FL U.S.A.
**Best Single Newspaper Display Ad**
Budget: Over $1.5 Million
Award Won: **Silver**

Walt Disney World
EPCOT International Food & Wine Festival
Orlando, FL U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: Over $1.5 Million
Award Won: **Bronze**

Walt Disney World
Mission: Space Press Event
Orlando, FL U.S.A.
**Best Miscellaneous Printed Materials (single page)**
Budget: Over $1.5 Million
Award Won: **Gold**

Walt Disney World
Walt Disney World Summer Preview 2004
Orlando, FL U.S.A.
**Best Miscellaneous Printed Materials (single page)**
Budget: Over $1.5 Million
Award Won: **Silver**

Washington Mutual Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.
**Best Event Program (interior 4 or more colors)**
Budget: $500,000-$1.5 Million
Award Won: **Silver**

Walt Disney World
EPCOT International Flower & Garden Festival
Orlando, FL U.S.A.
**Best Miscellaneous Clothing**
Budget: Over $1.5 Million
Award Won: **Silver**

Walt Disney World
Magical Holidays
Orlando, FL U.S.A.
**Best Promotional Brochure (4 or more colors)**
Budget: Over $1.5 Million
Award Won: **Gold**

Walt Disney World
Star Wars Weekends
Orlando, FL U.S.A.
**Best Single Newspaper Display Ad**
Budget: Over $1.5 Million
Award Won: **Bronze**

Washington Mutual Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.
**Best TV Promotion**
Budget: $500,000-$1.5 Million
Award Won: **Silver**

Washington Mutual Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.
**Best Hat**
Budget: $500,000-$1.5 Million
Award Won: **Bronze**
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Organization</th>
<th>City</th>
<th>State</th>
<th>Category</th>
<th>Budget</th>
<th>Award Won</th>
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<tbody>
<tr>
<td>Washington Mutual Coconut Grove Arts Festival</td>
<td>Coconut Grove, FL U.S.A.</td>
<td>Coconut Grove, FL U.S.A.</td>
<td>Best Other Merchandise</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Award Won: Gold</td>
<td></td>
</tr>
<tr>
<td>Washington's Birthday Celebration Association</td>
<td>Washington's Birthday Celebration Laredo, TX U.S.A.</td>
<td>Laredo, TX U.S.A.</td>
<td>Best Media Relations Campaign</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Award Won: Gold</td>
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<tr>
<td>Washington's Birthday Celebration Association</td>
<td>Washington's Birthday Celebration Laredo, TX U.S.A.</td>
<td>Laredo, TX U.S.A.</td>
<td>Best Most Creative/Effective News Stunt</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Award Won: Silver</td>
<td></td>
</tr>
<tr>
<td>Wichita Festivals, Inc.</td>
<td>Wichita River Festival Wichita, KS U.S.A.</td>
<td>Wichita, KS U.S.A.</td>
<td>Best New Promotion</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Award Won: Bronze</td>
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<tr>
<td>Wichita Festivals, Inc.</td>
<td>Wichita River Festival Wichita, KS U.S.A.</td>
<td>Wichita, KS U.S.A.</td>
<td>Best T-Shirt Design</td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Award Won: Bronze</td>
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<tr>
<td>Wildhorse Resort &amp; Casino</td>
<td>10th Annual Wildhorse Pow-Wow Pendleton, OR U.S.A.</td>
<td>Pendleton, OR U.S.A.</td>
<td>Best Event Program (interior 3 or less colors)</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Gold</td>
<td></td>
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<tr>
<td>Wildhorse Resort &amp; Casino</td>
<td>10th Annual Wildhorse Pow-Wow Pendleton, OR U.S.A.</td>
<td>Pendleton, OR U.S.A.</td>
<td>Best Event/Organization Newsletter</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Gold</td>
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<tr>
<td>Wildhorse Resort &amp; Casino</td>
<td>10th Annual Wildhorse Pow-Wow Pendleton, OR U.S.A.</td>
<td>Pendleton, OR U.S.A.</td>
<td>Best Other Merchandise</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Silver</td>
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<tr>
<td>WineFest Des Moines</td>
<td>WineFest Des Moines Des Moines, IA U.S.A.</td>
<td>Des Moines, IA U.S.A.</td>
<td>Best TV Promotion</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Gold</td>
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<tr>
<td>WineFest Des Moines</td>
<td>WineFest Des Moines Des Moines, IA U.S.A.</td>
<td>Des Moines, IA U.S.A.</td>
<td>Best Ad Series</td>
<td>Budget: Under $250,000</td>
<td>Award Won: Bronze</td>
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<tr>
<td>Winterfest, Inc.</td>
<td>Winterfest, Inc.</td>
<td>Winterfest Boat Parade</td>
<td>Winterfest Boat Parade</td>
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<tr>
<td>Winterfest Boat Parade</td>
<td>Winterfest Boat Parade</td>
<td>Fort Lauderdale, FL U.S.A.</td>
<td>Fort Lauderdale, FL U.S.A.</td>
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</tr>
<tr>
<td><em>Best Full Length TV Program (local)</em></td>
<td><em>Best Educational Program</em></td>
<td>Budget: $500,000-$1.5 Million</td>
<td>Budget: $500,000-$1.5 Million</td>
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<td></td>
</tr>
<tr>
<td>Award Won: <strong>Gold</strong></td>
<td>Award Won: <strong>Silver</strong></td>
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<td>West Allis, WI U.S.A.</td>
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</tr>
<tr>
<td><em>Best TV Promotion</em></td>
<td><em>Best Radio Promotion</em></td>
<td>Budget: Over $1.5 Million</td>
<td>Budget: Over $1.5 Million</td>
</tr>
<tr>
<td>Award Won: <strong>Silver</strong></td>
<td>Award Won: <strong>Gold</strong></td>
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<tr>
<td><em>Best Event Program (interior 3 or less colors)</em></td>
<td><em>Best Promotional Poster</em></td>
<td>Budget: Over $1.5 Million</td>
<td>Budget: Over $1.5 Million</td>
</tr>
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<td>Award Won: <strong>Silver</strong></td>
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<td><em>Best Single Magazine Display Ad</em></td>
<td><em>Best Single New Sponsorship Program</em></td>
<td>Budget: Over $1.5 Million</td>
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<td>Award Won: <strong>Silver</strong></td>
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**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best Overall Sponsorship**  
Budget: Over $1.5 Million  
Award Won: Bronze

**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best Event/Program to Benefit a Charity**  
Budget: Over $1.5 Million  
Award Won: Silver

**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best Media Relations Campaign**  
Budget: Over $1.5 Million  
Award Won: Silver

**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best Most Creative/Effective News Stunt**  
Budget: Over $1.5 Million  
Award Won: Bronze

**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best T-Shirt Design**  
Budget: Over $1.5 Million  
Award Won: Gold

**Wisconsin State Fair Park**  
Wisconsin State Fair  
West Allis, WI  U.S.A.  
**Best Hat**  
Budget: Over $1.5 Million  
Award Won: Silver

**ZOUK Management Pte., Ltd.**  
ZoukOut Singapore Nokia Remix  
Singapore, Singapore  
**Best New Promotion**  
Budget: $500,000-$1.5 Million  
Award Won: Gold