



2010 IFEA/Haas & Wilkerson Pinnacle Awards Competition

Call for Entries Gain the Recognition Your Event Deserves...

Each year, the International Festivals & Events Association recognizes outstanding examples of quality and creativity in the promotional programs and materials produced by its 2,000 member festivals and events around the world, with the Haas & Wilkerson Pinnacle Awards.

This prestigious awards competition strives for the highest degree of excellence in festival and event promotions, and in doing so, has raised the standards and quality of media promotions industry-wide. Event promotions of nearly every type and size will have the opportunity to be recognized, as entries are categorized into organizations with similar sized budgets. The IFEA membership has been an outstanding example of how event producers can use innovation and creativity to achieve higher goals.

One of the goals of IFEA is to promote the professionalism of our members and the festivals and events industry. Therefore, to add impact to winning organizations and the industry as a whole, the IFEA will send a press release to your media list explaining the award and the competition. Your organization will be recognized for taking part in raising the level of professionalism in the industry while at the same time improving your community.

So gather your items, fill out the entry form, and send them off to be judged against the best in the festivals and events industry. Then get ready to hear your organization's name announced at the 55th Annual IFEA Convention & Expo this September 15-17, 2010 at the St. Louis Union Station Marriott in St. Louis, Missouri, U.S.A.



THE CONTEST

DEADLINES

- **EARLY BIRD ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JUNE 21, 2010**
(Entries received on or prior to June 21, 2010 will receive the early bird rate of \$30 per entry or \$50 per Grand Pinnacle Entry. See entry rates on entry form for all rates.)
- **LATE ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JULY 19, 2010**

THE WINNERS

- All finalists for the IFEA/Haas & Wilkerson Pinnacle Awards will be notified by email the 3rd week of August, 2010. Notification will go to the primary IFEA Member in addition to the contact listed on the Awards entry form.
- The 2010 IFEA/Haas & Wilkerson Pinnacle Award winners will be announced at the 55th Annual IFEA Convention & Expo September 15-17, 2010 in St. Louis, Missouri, U.S.A.
- If you are not present at the Awards Presentation to accept your award(s), they will be mailed to you after the Annual Convention. Shipping Charges will be at the responsibility of the winning organization/festival.
- Members submitting entries for the Grand Pinnacle category must register at least one person for the 55th Annual IFEA Convention & Expo this September 15-17, 2010 in St. Louis, Missouri, U.S.A. or arrange for a representative to accept any award won on your behalf.
- Gold, Silver and Bronze winning entries will be on display during the 55th Annual IFEA Convention & Expo.

THE JUDGES

The judges are recognized professionals in the areas of graphics, promotions and public relations, broadcast and special events planning and management.

SCORING SYSTEM

- The Pinnacle Awards have implemented a point system for each individual entry. Each entry is scored separately. Scores will not be combined.
- A possible total of 100 points may be awarded to each entry. Be sure to answer and include all necessary information for each entry.
- At this time, the scoring system is not applicable to TV, Radio, Multimedia, Print & some Merchandising categories.
- At this time we are unable to provide you with the points awarded for each of your entries.
- Failure to meet all requirements or answer/provide all necessary information will result in a deduction of points.

ELIGIBILITY

- Entries and entry forms must be submitted in English.
- Font size for any written text must not be smaller than 10pt.
- Payment in full must be received with entries for entries to be deemed eligible.
- To receive member rate for Pinnacle entry you must be an IFEA member in good standing.
- Entries must be submitted in their original format unless previously approved. For Questions Contact: Nia Hovde, nia@ifea.com.
- Entries must have been produced and/or used for the first time between July 6, 2009 and July 19, 2010.
- Each entry form submitted must be completed properly in order for items to be judged eligible.

IMPORTANT NOTES

- Items submitted are NOT able to be returned.
- Judges will not refer to items in other categories, nor will they transfer items already judged in other categories (the number of entries must equal the number of categories entered).
- A separate entry form must be submitted for each entry (copy as necessary).
- Multiple entries or categories on a single form will not be accepted.
- For all entries, please clip or pin entry form to item. Please do not glue or tape form to item.
- Multiple entries within the same notebook will not be accepted. Please separate entries.
- Please consider the processing of your credit card or the cashing of your check for your Pinnacle entries, notice that your entries were received and processed.

SHIP ENTRIES TO:

Pinnacle Awards Competition
International Festivals & Events Association
2603 W Eastover Terrace, Boise, ID 83706, USA
Phone: 208-433-0950 ext: *814

- Please try to avoid using packing peanuts when shipping your entry.

QUESTIONS?

- Contact: Nia Hovde, Director of Marketing & Communications at Phone: 208-433-0950 ext: *814 or Email: nia@ifea.com
- For additional information, check the Pinnacle Awards Section at www.ifea.com



PINNACLE

HAAS & WILKERSON INSURANCE

THE GRAND PINNACLE

The Grand Pinnacle is the IFEA's highest award, reflecting the best overall event in each budget category.

1.) GRAND PINNACLE

Entry Information for Grand Pinnacle, Category 1:

- SUBMIT ENTIRE GRAND PINNACLE ENTRY WITHIN ONE (1) NOTEBOOK. NO EXCEPTIONS.
- **NEW** - In addition to submitting your entry within one (1) notebook, please **ALSO** submit your entry on disk. Place at front of entry.
- Please submit your entry in the order of the questions listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points.
- Points awarded are listed below.

Judging Criteria: (10 points)

Judging criteria is applicable to both the individual entry and the overall event.

Well organized; professional content; clarity of message; design and layout: creativity &/or uniqueness; supporting materials; and measurable results. Does the entry relay the image of the event? What is the overall impression? Have all requirements been met? Does the entry match the purpose/mission for the event?

1. Introductory Information: (20 points)

Within a maximum of 4 pages (total), provide an overview of your event, stating your event's:

- Purpose/Mission
- History
- Overall Revenue and Expense Budget
- Attendance
- Staffing Numbers and Positions
- Volunteer Count
- Event Dates
- Types of Activities Included Under the Festival/Event Umbrella
- Founding/Incorporation Date and Management System (i.e.: •501©3 non-profit staff & volunteer board; city managed; profit-making partnership, etc.)

2. Additional Requirements: (40 points)

- Include a detailed overview of EACH element of your event listed below, using no more than 1 page per element. (a-h)
- Make each element a separate tab in your notebook in order for the judges to clearly identify them.
- If your event does not include one or more of the elements listed below, please provide an overview as to why your event does not include that element so as not to lose points.

- Provide any supporting materials for any of the elements listed below in Section 4.) of your entry. Please limit your supporting materials to a maximum of 6 examples for each element (a-h).
 - a. Promotional & Marketing Campaign
 - b. Media Outreach
 - c. Merchandise Program
 - d. Sponsor Program
 - e. Volunteer Program
 - f. Community Outreach Programs
 - g. Website/Multi-Media Programs
 - h. Descriptions of any Special Programs

3. Supporting Questions: (10 points)

Please answer the following questions. (Maximum of 1 page per question)

- a. What did you do to update/change the event from the year before? Were your updates/changes successful? Please provide measurable results/examples.
- If the event is a new event, please answer the following question instead.
 - What challenges/obstacles did you foresee/encounter in creating the event, and how did you handle them? Please provide measurable results/examples.
 - b. What makes the event stand out as an internationally recognized event?
 - c. Why should the event win the IFEA/Haas & Wilkerson Grand Pinnacle Award?

4. Supporting Materials: (20 points)

Provide any supporting materials from Section 2.) in this section of your entry. Please limit your supporting materials to a maximum of 6 examples for each element (a-h).

Additional Notes:

- Be sure to answer and provide information for every section and element listed in the entry requirements. Failure to provide information for each section/element will result in a deduction of points.
- Display boards are no longer required with the Grand Pinnacle entry. Your entry will solely be judged on the contents of the notebook submission.
- This entry is separate from all other categories and divisions. Judges will not refer to, or transfer items from other categories.
- Members submitting entries for the Grand Pinnacle category must register at least one person for the 55th Annual IFEA Convention & Expo or arrange for a representative to accept any award September 15-17, 2010 in St. Louis, Missouri, U.S.A. your behalf.

CATEGORIES

BROADCAST CATEGORIES

Television

See Entry Information for Categories 2-6 Listed Below.

- 2.) **Best Sponsor Solicitation Video** (Please include detailed description of measurable sponsorship results)
- 3.) **Best TV Promotion** (Ad Spot or PSA)
- 4.) **Best Full Length TV Program** (Local Promotion)
- 5.) **Best Full Length TV Program** (National Promotion/Syndication)
- 6.) **Best Event Video** (For Sale)

Entry Information for Categories 2-6:

- Submit television entries in basic DVD format. No Blue Ray.
- Label DVD and attach entry form to case. Only one spot per DVD.
- These are stand alone items and no written information is required.

Judging Criteria:

Does the entry relay the image of the event? Does it use creativity and/or uniqueness? What is the overall impression? Clarity of Message?

Radio

- 7.) **Best Radio Promotion** (Ad Spot or PSA)

Entry Information for Category 7:

- Submit radio entry on Compact Disk. Submit an audio file burned to a regular audio CD (Not on a DVD, or as MP3 files) i.e.: a .wav file.
- Label CD and attach entry form to case. Only one spot per CD.
- This is a stand alone item and no written information is required.

Judging Criteria:

Does the entry relay the image of the event? Does it use creativity and/or uniqueness? What is the overall impression? Clarity of Message?

Multimedia

See Entry Information for Categories 8-12 Listed Below.

- 8.) **Best Event Website** (Submit web address only – list on entry form) (If website to be judged is no longer active due to event being over, please save website to a CD in order to be judged)

- 9.) **Best Organizational Website** (Submit web address only – list on entry form)

- 10.) **Best Event/Organization E-Newsletter** (Submit three consecutive issues in print format.)

- 11.) **Best Miscellaneous Multimedia** (Submit in format used if applicable. Or, submit printed format.) (Includes but is not limited to items such as: Screen Savers, Live Web-casts, Electronic Billboards, etc.)

- 12.) **Best Social Media Site** (Submit Social Media Site Address)

Entry Information for Categories 8-12:

- For categories 8 & 9, submit address of working website. Site will be reviewed online by judges.
- See any additional information listed next to category.
- This is a stand alone item and no written information is required.

Judging Criteria:

Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

PRINT CATEGORIES

Bound/Multiple Page Entries

See Entry Information for Categories 13-19 Listed Below.

- 13.) **Best Event Program** (Interior 3 or less colors)

- 14.) **Best Event Program** (Interior 4 or more colors)

- 15.) **Best Newspaper Insert/ Supplement** (Must be on newsprint)

- 16.) **Best Promotional Brochure** (3 or less colors)

- 17.) **Best Promotional Brochure** (4 or more colors)

- 18.) **Best Event/Organization Newsletter** (Submit three consecutive issues)

- 19.) **Best Miscellaneous Printed Materials** (Includes direct mail pieces, cookbooks, annual reports, etc.) (One item per entry)

Entry Information for Categories 13-19:

- Submit categories 13-19 with the entry form securely paper clipped to the back.
- These are stand alone items and no written information is required.
- Do not mount on display board.

CATEGORIES

Judging Criteria:

Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

Single Page Entries

See Entry Information for Categories 20-30 Listed Below.

- 20.) **Best Promotional Poster** (Not for Sale) (Do not mount. Submit in poster tube.)
- 21.) **Best Commemorative Poster** (For Sale) (Do not mount. Submit in poster tube.)
- 22.) **Best Cover Design** (Submit cover only)
- 23.) **Best Single Newspaper Display Ad** (Must be on newsprint)
- 24.) **Best Single Magazine Display Ad**
- 25.) **Best Ad Series** (Submit a maximum of 5) (May be mounted on poster board together or individually)
- 26.) **Best Event Photograph** (8"x10" size)
- 27.) **Best Miscellaneous Printed Materials** (Includes fliers, maps, etc.) (One item per entry.)
- 28.) **Best Outdoor Billboard**
- 29.) **Best Event Invitation**
- 30.) **Best Street Banner** (Submit photo of banner if available)

Entry Information for Categories 20-30:

- Submit categories 20-21 rolled up in a poster mailing tube. Do not mount on poster board.
- Submit categories 22-30 mounted on a single, black display board with a maximum of 2 inch margins. Only one entry per board.
- Category 30 – if sending photo of banner, mount on black display board. If sending banner, do not mount.
- These are stand alone items and no written information is required.

Judging Criteria:

Clarity of message; design and layout; creativity or uniqueness; and overall appeal.

SPONSORSHIP CATEGORIES

Sponsorship/Fundraising

See Entry Information for Categories 31-32 Listed Below.

31.) Best Sponsor Solicitation Package

32.) Best Sponsor Follow-up Report (Print or Electronic Format accepted)

Entry Information for Categories 31-32:

- Submit categories 31 - 32 within one (1) notebook each.
- **NEW** - In addition to submitting each entry within one (1) notebook, please **ALSO** submit each entry on disk. Place each disk at the front of each entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal. Have all requirements been met?

Entry Requirements: (40 points)

At the beginning of the notebook, provide a 1 page detailed overview explaining the presentation, its effectiveness and any other necessary explanation. Submit materials used for actual sponsor, not example created for competition.

Supporting Materials: (40 points)

Provide any supporting materials/examples in this section of your entry. Please limit your supporting materials to no more than 10 examples.

See Entry Information for Categories 33-36 Listed Below.

33.) Best New Fundraising Program (Benefiting the Festival/Event)

34.) Best Single New Sponsorship Program (New activity/program within Event created to recruit a sponsor)

35.) Best Overall Sponsorship Program (for entire event)

36.) Best Sponsorship Program for Individual Sponsor

Entry Information for Categories 33-36:

- Submit categories 33-36 within one (1) notebook each.
- **NEW** - In addition to submitting each entry within one (1) notebook, please **ALSO** submit each entry on disk. Place each disk at the front of each entry.

CATEGORIES

- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal. Have all requirements been met?

Entry Requirements: (40 points)

Please provide a 2-3 page detailed overview explaining:

- Purpose/Objective
- Overall Effectiveness
- Sponsor Activation
- Sponsor Involvement and Outreach

Supporting Question: (20 points)

What did you do to update/change this program from the year before? Were your updates/changes successful?

Please provide measurable results/examples.

- If the program is a new program, please answer the following question instead.
- What challenges/obstacles did you foresee/encounter in creating the program, and how did you handle them? Please provide measurable results/examples.

Supporting Materials: (20 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to no more than 6 examples in the following areas:

- Printed Materials
- Supporting Photographs
- Measurable Results

37.) Best Sponsor

Entry Information for Category 37:

- Submit category 37 within one (1) notebook.
- **NEW** – In addition to submitting entry within one (1) notebook, please **ALSO** submit entry on disk. Place disk at the front of entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal. Have all requirements been met?

Entry Requirements: (80 points)

Please provide a 2-3 page detailed overview explaining:

- About the Sponsor
- How the Sponsor stands out over all other Sponsors
- Quantity and quality of service to event by Sponsor
- Length of sponsorship

- Measurable results that relationship is beneficial for the sponsor

PROMOTIONAL CATEGORIES

Community/Relations

See Entry Information for Categories 38-47 Listed Below.

38.) Best Environmental Program

39.) Best Volunteer Program

40.) Best Educational Program

41.) Best Event/Program within an Event to Benefit a Charity

42.) Best Community Outreach Program

43.) Best New Promotion

44.) Best Event (Within an Existing Festival)

45.) Best New Event

46.) Best Children's Programming

47.) Best Public Safety/Security Plan for an Event

Entry Information for Categories 38-47:

- Submit categories 38 - 47 within one (1) notebook each.
- **NEW** – In addition to submitting each entry within one (1) notebook, please **ALSO** submit each entry on disk. Place each disk at the front of each entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (10 points)

Well organized; professional content; clarity of message; creativity or uniqueness; supporting materials & measurable results (clippings, photos etc.); and overall appeal. Have all requirements been met?

Entry Requirements: (40 points)

Please provide a 2-3 page detailed overview explaining:

- Background
- Purpose/Objective
- Overall Effectiveness
- Overall Revenue and Expense Budget
- Attendance/Number of Participants
- Measurable Results

Supporting Question: (10 points)

What did you do to update/change this program from the year before? Were your updates/changes successful?

CATEGORIES

Please provide measurable results/examples.

- If the program is a new program, please answer the following question instead.
- What challenges/obstacles did you foresee/encounter in creating the program, and how did you handle them? Please provide measurable results/examples.

Supporting Materials: (40 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to no more than 6 examples in the following areas:

- Printed Materials (Brochures, Handbooks, Recruiting Materials, Evaluation Forms, Signage, etc.)
- Promotional and Merchandise Materials (Photographs Accepted)
- Information Provided to Participants
- Supporting Photographs
- Measurable Results

Media Relations

For effective media campaigns that generated news coverage, instead of paid or donated advertising time.

See Entry Information for Categories 48-50 Listed Below.

48.) Best Press/Media Kit (Provide actual media kit in addition to below requirements)

49.) Most Creative/Effective News Stunt

50.) Best Media Relations Campaign

Entry Information for Categories 48-50:

- Submit categories 48 - 50 in a notebook each.
- **NEW** - In addition to submitting each entry within one (1) notebook, please **ALSO** submit each entry on disk. Place each disk at the front of each entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (10 points)

Well organized; clarity of message; creativity or uniqueness; supporting materials; measurable results (clippings, etc.) and overall appeal. Have all requirements been met?

Entry Requirements: (40 points)

Please provide a 2-3 page detailed overview explaining:

- Purpose/Objective
- Overall Effectiveness
- Target Audience
- Types of Mediums Used for Promotion
- Measurable Results (Indicating number of publications/cities/states targeted)
- Measurable Results (Indicating percent of distribution that covered news)

Supporting Question: (10 points)

What did you do to update/change this promotion from the year before? Were your updates/changes successful? Please provide measurable results/examples.

- If the promotion is a new promotion, please answer the following question instead.
- What challenges/obstacles did you foresee/encounter in creating the promotion, and how did you handle them? Please provide measurable results/examples.

Supporting Materials: (40 points)

Please include any necessary supporting materials for the program. Please limit your supporting materials to no more than 6 examples in the following areas:

- Printed Materials (Press Releases, News Clippings, etc.)
- Promotional Materials
- Video/Audio Documentation (Please limit to 1-2 examples – provide written explanation of further examples)
- Supporting Photographs

Merchandise

See Entry Information for Categories 51-56 Listed Below.

51.) Best T-shirt Design (No collared or long sleeve shirts.)

52.) Best Pin or Button (Please mount on poster board with 2 inch margins maximum.)

53.) Best Hat

54.) Best Other Merchandise

55.) Best Miscellaneous Clothing

56.) Best New Merchandise

Entry Information for Categories 51-56:

- Submit actual merchandise items for categories 51-56 as is. They are stand alone items and no written information is required.
- Do not mount merchandise items on poster board – except Best Pin or Button.

Judging Criteria:

Creativity; uniqueness; design and layout; usability and overall appeal.

57.) Best Overall Merchandising Program

Entry Information for Category 57:

- Submit category 57 with one (1) notebook.
- **NEW** - In addition to submitting entry within one (1) notebook, please **ALSO** submit entry on disk. Place disk at the front of entry.
- Please submit your entry in the order listed below.

CATEGORIES

- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (10 points)

Well organized; clarity of message; creativity or uniqueness; supporting materials; measurable results (clippings, etc.) and overall appeal. Have all requirements been met?

Entry Requirements: (60 points)

Please provide a 2-3 page detailed overview explaining:

- Merchandising Program
- Purpose/Objectives
- Overall Revenue and Expense Budget
- Overall Effectiveness
- Target Market
- Community Support
- Measurable Results (Indicating number/variety of items)

Supporting Question: (10 points)

What did you do to update/change this program from the year before? Were your updates/changes successful?

Please provide measurable results/examples.

- If the program is a new program, please answer the following question instead.
- What challenges/obstacles did you foresee/encounter in creating the program, and how did you handle them? Please provide measurable results/examples.

Supporting Materials: (20 points)

Please include samples or photos of all souvenir/novelty items available prior to or during the event.

NON-EVENT CATEGORIES

For Suppliers or Associations

See Entry Information for Categories 58-60 Listed Below.

58.) Best Single Display Ad

59.) Best Company Image Pieces (Letterhead, envelopes, logo, etc.) (One item per entry)

60.) Best Direct Mail Piece or Brochure

Entry Information for Categories 58-60:

- Submit categories 58 - 60 on a single, black display board (margins 2 inches max).
- Only one entry per board. Only one item per entry.
- They are stand alone items and no written information is required.
- Points will be awarded based on the overall Judges Criteria. Points awarded are listed below.

Judging Criteria: (100 points)

Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

61.) Best Vendor/Supplier (Festival or Event must submit this entry)

Entry Information for Category 61:

- Submit category 61 within one (1) notebook.
- **NEW – In addition to submitting entry within one (1) notebook, please ALSO submit entry on disk. Place disk at the front of entry.**
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal. Have all requirements been met?

Entry Requirements: (80 points)

Please provide a 2-3 page detailed overview explaining:

- About Vendor/Supplier
- How the Vendor/Supplier stands out over all other Vendor/Suppliers
- Quantity and quality of service to event by Vendor/Suppliers
- Length of relationship between Vendor and Event
- Measurable results that relationship is beneficial for the vendor

62.) Best New Product or Service (By a vendor or supplier)

Entry Information for Category 62:

- Submit category 62 within one (1) notebook.
- **NEW – In addition to submitting entry within one (1) notebook, please ALSO submit entry on disk. Place disk at the front of entry.**
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal. Have all requirements been met?

Entry Requirements: (60 points)

Please provide a 2-3 page detailed overview explaining:

- New Product or Service
- Goals & Objectives
- Overall Effectiveness
- Target Market
- Measurable results

Supporting Materials: (20 points)

Please also include samples or photos of new product or service. Please limit your supporting materials to no more than 6 examples.

CATEGORIES

Educational Institutions Offering Event Management Programs

See Entry Information for Categories 63-68 Listed Below.

- 63.) Best 2 Year Event Management Degree
- 64.) Best 4 Year Event Management Degree
- 65.) Best Event Management Certification Program
- 66.) Best Online Event Management Training Program
- 67.) Best Festival & Event Management Masters Program
- 68.) Best Festival & Event Management PhD Program

Entry Information for Categories 63-68:

- Submit categories 63-68 within one (1) notebook each.
- **NEW** – In addition to submitting each entry within one (1) notebook, please **ALSO** submit each entry on disk. Place each disk at the front of each entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (20 points)

Well organized; professional content; clarity of message; supporting materials & measurable results; and overall appeal. Have all requirements been met?

Entry Requirements: (40 points)

Please provide a 4-5 page detailed overview explaining:

- Purpose/Objective
- Overall Effectiveness
- Overall Revenue and Expense Budget
- Date Program was Founded
- Number of Staff Members
- Number of Students Enrolled/Graduated
- Time Frame of Course
- Tuition Costs
- Testing Requirements

Supporting Materials: (40 points)

Please also include:

- Student Recruiting and Marketing Materials for Program
- Complete Outline and Syllabus of Course(s)

Just For Fun Category

69.) Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle Award Win (No Charge to enter this Category)

Entry Information for Category 69:

- Submit category 69 within one (1) notebook.
- **NEW** – In addition to submitting entry within one (1) notebook, please **ALSO** submit entry on disk. Place disk at the front of entry.
- Please submit your entry in the order listed below.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

Judging Criteria: (10 points)

Well organized; professional content; clarity of message; creativity or uniqueness; supporting materials & measurable results; and overall appeal. Have all requirements been met?

Entry Requirements: (30 points)

Please provide a 3-4 page detailed overview explaining:

- Purpose/Objective
- Overall Effectiveness
- Target Audience
- Types of Mediums Used for Promotion
- Measurable Results (Indicating number of publications/cities/states targeted)
- Measurable Results (Indicating percent of distribution that covered news)
- Years Participated in Awards Program
- Average Number of Entries Submitted/Won Each Year

Supporting Questions: (30 points)

Please answer the following Questions:

- What has winning an IFEA/Haas & Wilkerson Pinnacle Award meant to your event?
- How you have used it to your advantage?
- How has it enhanced your presence within your community?
- How has it increased leverage/funding/sponsorship for event?

Supporting Materials: (30 points)

Please also include:

- Measurable Results
- Samples/Photos of Promotion
- Media Clippings
- Signage
- Examples of IFEA/Haas & Wilkerson Pinnacle Winner Logo Placement

Please limit your supporting materials to no more than 6 examples of each of the above areas.



ENTRY FORM REQUIREMENTS

- Please submit one overall entry form with total payment - list all entries submitted on this form. (Be sure to complete sections 1 & 4.)
- Please also submit TWO copies of each individual entry form – one to be attached to each individual entry – and one to be submitted with payment and overall entry form. (Complete sections 1, 2, 3 on each entry form.)
- If one organization is entering items for multiple events produced, please submit a separate payment form/overall entry form for each event to allow for proper credit to be given to that event.
- Please be sure to list your organization and event name correctly – as that is how it will appear on any award if won.

RELEASE AND USAGE

By submitting your entry to the IFEA/Haas & Wilkerson Pinnacle Awards, you automatically grant the IFEA the right to use any materials from your entries for editorial, analytical, promotional or any other purpose without additional compensation. In addition, you acknowledge your entry/ies are not returnable. Your entry into the competition is acknowledgement of these terms.

Sections 1, 2 and 3 must be completed twice for each entry. One copy attached to each individual entry, and one copy attached to payment form.

1. ENTRANT INFORMATION (Required for each entry) (Tip: Complete Section 1. Then make copies to complete form for each entry.)

Organization: _____ Membership #: _____
 Contact Person: _____
 Name of Event (if different from organization): _____
 Address: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____
 E-mail: _____ Website: _____

2. BUDGET INFORMATION (Required for each entry)

Organization's Event Expense Budget: (USD, include all cash outflows). Each entry category is divided into the budget categories below. Gold, Silver and Bronze Awards will be given in each budget category unless the number of entries warrants budgets to be combined into over and under \$750,000.

under \$250,000 \$250,000 - \$749,999 \$750,000 - \$1.5 million over \$1.5 million

3. ENTRY INFORMATION (Required for each entry)

Category Name (required): _____ Category Number (required): _____
 To help identify your entry – please provide a brief description of entry:
 (i.e.: black T-shirt with fish; or Photo entitled "Fireworks over Capital") _____

4. PAYMENT INFORMATION

Complete section 4 ONCE. Attach payment for all entries combined.

Entries received with payment by 5:00 p.m. June 21, 2010 (MST) will receive the early bird rate of \$30 per entry or \$50 per Grand Pinnacle entry. See rates below. If you are unable to meet this deadline, late entries will be accepted between June 22, 2010 and July 19, 2010 at the regular rate of \$35 (or \$55 for Grand Pinnacle). Questions? Contact Nia Hovde at nia@ifea.com or 208-433-0950 ext: 814.

Early Bird Rates
Entries Submitted by June 21, 2010.
Please Use Entry Fees Below.

Final Entry Rates
Entries Submitted Between June 22 and July 19, 2010. Please Use Entry Fees Below.

Grand Pinnacle: 1 entry x \$50 = \$ _____ 1 entry x \$55 = \$ _____
 Pinnacle Entries (categories 2-64): 1 entry x \$30 = \$ _____ 1 entry x \$35 = \$ _____
 Best Promotion Publicizing an IFEA/Haas & Wilkerson Award Win: 1 entry x FREE = \$ _____

Categories Entered: List which categories you are entering and how many of each. This is so we can account for all of your entries when they arrive. (e.g. 1, 2, 2, 3, 5, 7...): _____

TOTAL NUMBER OF ENTRIES: _____ **TOTAL AMOUNT ENCLOSED:** \$ _____

Check (Make checks payable to IFEA) Visa MasterCard American Express

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

Expiration Date: _____ CVN Code: _____ (MC/VISA-3 digit code back) (AMX-4 digit code front)

DID YOU REMEMBER TO

- Include your payment for total entries along with 1 overall entry form listing each category number entered
- Include 2 individual entry forms for each item – one with item, one with payment
- Review all rules for entry submission – go to: Pinnacle Awards section at www.ifea.com for more info