

VISA

PRESENTING SPONSOR



**IFEA WORLD
FESTIVAL & EVENT CITY[®]
2012 AWARD PROGRAM**

“Recognizing the best in community leadership and festival and event partnerships around the world.”





ABOUT THE IFEA WORLD FESTIVAL & EVENT CITY AWARD®

The *IFEA World Festival & Event City Award*® was designed and created as a way for the global festivals and events industry to openly encourage, support, learn from and recognize positive local environments for festivals and events worldwide. Festivals and events create tremendous community and economic capital in the markets that they serve, but the partnership with and support from the local community, at all levels, is critical to the success and sustainability of existing festivals and events, as well as the ability to attract and encourage new events. Through this special award the IFEA is pleased to recognize and fly the flag of those cities and markets who have worked, through concerted efforts, to provide an environment conducive to successful festivals and events.

Recipients of the *IFEA World Festival & Event City Award*® from the first two years have already provided us with a sampling of standout programs and lessons learned in multiple areas including:

- Provision of an insurance coverage umbrella policy for all city events;
- 'One-stop shopping' for event permitting and municipal service needs;
- A common volunteer program shared by all city events;
- Provision of a music licensing umbrella agreement for all city events;
- Provision, maintenance and storage of non-proprietary equipment for all city events;
- Shared marketing campaigns;
- Provision of training seminars for city events to help 'raise all boats';
- Provision of all city permits at no-cost to events;
- Free/Discounted city services for events;
- And many more.

It is easy to imagine the positive impact – both social and economic – that such city/event initiatives (and new ones yet to be created) can have on host communities and events around the world.

For each year's selected cities, the *IFEA World Festival & Event City Award*® provides:

- A strong platform from which to recognize the success of current and on-going efforts by every component of your community;
- A clear positioning statement to encourage continued infrastructure, policy and process enhancement and expansion; and
- A powerful marketing statement for use in recruiting and encouraging new festivals, events and businesses.



VISA: GLOBAL SPONSOR OF THE IFEA WORLD FESTIVAL & EVENT CITY AWARD[®]

In 2011, VISA joined with the International Festivals & Events Association to become the presenting sponsor of the *IFEA World Festival & Event City Award*, creating a natural partnership between the global events industry and the globally recognized financial leader.

"Through this unique and special award, the IFEA hopes to create and expand the dialogue between events and cities around the world, at a time when each needs to be supporting the other more than ever. VISA is the ideal partner for this program and together we look forward to creating new and ongoing opportunities to explore and inspire these important city/event partnerships, redefining 'best practices' and setting the stage for the future," said Steven Wood Schmader, CFEE, President & CEO of IFEA World.

Charles Brown, Chairman & CEO of Festival Transaction Services and Festival Media Corporation, representing VISA in recognizing the 2011 *IFEA World Festival & Event City Award*[®] recipients, commented that "The IFEA has successfully built a global network of event professionals and resources that are changing the face of the industry and VISA is proud to be a part of that effort."

Festival Transaction Services has formed a new partnership that includes VISA, Bank of America Merchant Services and First Data Corporation – the three largest financial services companies in the United States – to provide cash management services to the festivals and events industry around the world. "We know that the professionals in the global festivals and events industry today are in need of strong and reliable partners – from recognition to cash management systems that can help them increase revenues and build stronger financial foundations. We can now bring that to the table and are excited about working with the IFEA to help strengthen the success of festivals and events around the world," noted Brown.

For more information on VISA products and services for festivals and events, please contact Jim Shanklin, Executive Vice President of Festival Transaction Services/Festival Media Corporation at +1-206-381-5202 or jshanklin@festmedia.com.

ENTRY INFORMATION

Quick Reference Guide

DEADLINES

- Entry Deadline: 5:00 p.m. (Mountain Time Zone) – Monday, July 30th, 2012
- Entry must include completed entry, additional requested details and application form with payment
- Due to time constraints in judging, late entries cannot be accepted.

FEES

The total cost to enter the *IFEA World Festival & Event City Award*® is \$695 (U.S. Dollars) for IFEA Members and \$895 (U.S. Dollars) for non-IFEA Members per entry. Payment may be made using a Visa, MasterCard or American Express credit card or by Check (made payable to the IFEA) or by Wire Transfer. For more information on Wire Transfers and transfer fees, please contact Bette Monteith at bette@ifea.com or +1-208-433-0950 ext: 2.

ELIGIBILITY

Applications for the *IFEA World Festival & Event City Award*® may be submitted by the City itself or by an event(s) on behalf of their City. It is our hope that the application process itself will result in an even closer working partnership and dialogue between the Applicant City and the festivals and events who serve that market.

JUDGING

Judging of the *IFEA World Festival & Event City Awards*® is done by an international panel of festival and event industry experts.

Award Recipients will be selected from within the following global regions:

- Africa
- Asia
- Australia / New Zealand
- Europe
- Latin America (Including South & Central America and Mexico)
- The Middle East (MENASA)
- North America

And from the following population categories:

- Population under 100,000
- Population 100,000 – 500,000
- Population 500,000 – 1 million
- Population over 1 million

Additionally, one entry will be selected as the top global entry within in each of the four possible population categories.

- Regions and population categories may be combined as deemed appropriate by the Judging Panel.
- Politically connected islands and territories should choose the region of their most direct affiliation.
- An 'Other' option is provided on the application form to include any City that does not feel it fits logically into any of the seven regions.

SCORING SYSTEM

- A possible total of 100 points may be awarded to each entry based on the individual components listed under Sections 1-6 of the overall entry.
- Failure to meet all requirements or answer/ provide all necessary information may impact judging decisions and will result in a deduction of points.
- If a section or element does not apply to your City, please state this within your entry (and why it does not apply) in order to avoid losing points.

SELECTION AND NOTIFICATION

- Award Recipients will be notified via email by August 22nd, 2012. Notification will go to the primary contact listed on the entry application.
- The 2012 *IFEA World Festival & Event City Awards*® will be presented at during the IFEA's 57th Annual Convention & Expo, September 21-23, 2012, in Denver, Colorado, USA. The top applicant from each population category, as judged against all global regions, will be highlighted in a brief video presentation.
- Applicants may re-apply for the *IFEA World Festival & Event City Award*® each year.

MAXIMIZING YOUR AWARD

Being selected as an IFEA World Festival & Event City is only the beginning of the benefits to be gained from this special honor. The IFEA will help each recipient with ideas on how to maximize and leverage your award, with specific examples from previous recipients.

- Each winning recipient of the *IFEA World Festival & Event City Award*® will receive an engraved award suitable for indoor display and an IFEA World Festival & Event City flag to be proudly flown or displayed outdoors or indoors. These will be provided with a personal letter of congratulations to each City.
- Additional *IFEA World Festival & Event City* awards, flags and recognition items are available for purchase by award recipients wishing to share their honor with the many partners who helped them to win.
- Winning recipients will be provided with the rights to use the 2012 *IFEA World*

- Festival & Event City Award*® Winner logo on their websites, press releases and other appropriate City letterhead, brochures, marketing materials, etc.
- The IFEA will announce all *IFEA World Festival & Event City Award*® recipients in an international press release to the world's leading media sources, including all local market media contacts provided to the IFEA by selected applicants.
 - *IFEA World Festival & Event City Award*® recipients will be featured in a special on-line tribute section at www.ifea.com in perpetuity and in a special section of *ie: the business of international events*, the IFEA's industry-leading magazine.
 - Each winning recipient will receive a one year complimentary IFEA membership.

RELEASE & USAGE

- By submitting your entry to the *IFEA World Festival & Event City Award*, you automatically grant the IFEA the right to use any materials from your entry for editorial, analytical, promotional or any other purpose without additional permission or compensation. All materials and photos submitted as part of the application will become the property of the IFEA.
- Entries submitted are not able to be returned. Copies should be made prior to submitting your entry, as desired. *Note: Proprietary or sensitive information will not be shared if identified clearly.*
- Winning applicants agree that the IFEA may use their City name and representative photos in all press releases and program marketing materials, both hard copy and electronic versions.
- Your entry into the competition is acknowledgement of these terms.

ENTRY REQUIREMENTS

Working in partnership with local community leadership, festivals, events, organizations and businesses, please provide a clear overview and understanding of the festival and event environment in your City/Market through your responses to each defined section. The application process in itself is a great opportunity to evaluate internally the areas where your City excels and other areas where you may be able to strengthen your efforts and further support local programs.

Cities interested in being considered for the annual *IFEA World Festival & Event City Award*® must submit and include the following information:

1. A completed entry form providing contact and payment information.
2. A one (1) paragraph description of your city (to be used for promotional purposes by the IFEA).

3. An email list of your local media contacts in Excel format for IFEA to use to announce the selected recipients.
4. A representative photograph representing your City or events. (A least 300 dpi in size)
5. A three (3) minute video presentation representing your City. (Refer to Important Details section below for video format.)
6. A one (1) page introductory letter stating why your City should be selected to receive the *IFEA World Festival & Event City Award*.
7. Your overall completed *IFEA World Festival & Event City Award*® Entry providing responses and supporting information for the following sections. Refer to pages 6-9 for detailed descriptions required for each section. This part of your entry must be submitted as one (1) singular entry piece/document/PowerPoint/Pdf, etc.:
 - Section 1: Community Overview
 - Section 2: Community Festivals & Events
 - Section 3: City/Government Support of Festivals & Events
 - Section 4: Non-Governmental Community Support of Festivals & Events
 - Section 5: Leveraging 'Community Capital' Created by Festivals & Events
 - Section 6: Extra Credit

To view examples of past *IFEA World Festival & Event City Award*® recipients, go to: www.ifea.com / Industry Awards / World Festival & Event City Award / Recipients.

IMPORTANT DETAILS

- Please submit your main entry (as listed in components 6-7 under Entry Requirements above), as one (1) singular entry piece/document/ PowerPoint/Pdf, etc. Components 1-5 listed under Entry Requirements may be submitted as separate pieces from the main entry, but must be submitted at the same time.
- All entry information should be provided in English and typed using 10-point Arial font.
- Please submit your overall entry on a CD, DVD disc, or USB flash drive (if mailing) to the IFEA World Headquarters, via email in a Word, PowerPoint, PDF document, tif, jpg or other standard formats (if submitted electronically).
- All video support inclusions should be encoded for Region 1 or Region 0 DVD capabilities. If you do not have electronic capabilities, please contact the IFEA to arrange for other alternatives.
- Entries over one Meg must be provided as a link to a fixed site with no expiration timeframe.

TIPS & POINTERS

- Not all components under a specific section will pertain to everyone. Don't worry; there are no 'right' or 'wrong' answers and our international judging panel will base their decisions on overall impressions after reviewing all of the submitted information. We are all learning from each other, with the goal of strengthening the partnerships, benefits and returns to our respective communities from the festivals and events that are such an important part of the community fabric and we hope to find additional new ideas being implemented from within all of the award entries that we can share in the future.
- Responses to the requested information may require a straight-forward numerical answer, or a more descriptive definition. While we have placed no limits on length, we encourage you to provide the most succinct answers possible that clearly make your point.
- Support materials, photos, videos, brochures, copies, etc. should be inserted following the responses to each section.
- As needed, we may communicate with the primary contact on the application to clarify any questions that may arise.

SEND ENTRIES TO

Please submit completed entries, application forms and payment to:

- If E-mailed: nia@ifea.com
- If Mailed: IFEA World Festival & Event City Award
2603 Eastover Terrace
Boise, Idaho, 83706
USA

To confirm receipt of entry, contact: Nia Hovde at nia@ifea.com or +1-208-433-0950 ext: 3.

QUESTIONS?

Contact:

- Steve Schmader at schmader@ifea.com
- Nia Hovde at nia@ifea.com
- Phone: +1-208-433-0950 ext:3

2012 IFEA World Festival & Event City Award[®]

ENTRY REQUIREMENTS

Working in partnership with local community leadership, festivals, events, organizations and businesses, please provide a clear overview and understanding of the festival and event environment in your City/Market through responses to each of the following sections. The application process in itself is a great opportunity to evaluate internally the areas where your City excels and other areas where you may be able to strengthen your efforts and further support local programs.

Please submit the following information:

1. A completed entry form providing contact and payment information.
2. A one (1) paragraph description of your city (to be used for promotional purposes by the IFEA)
3. An email list of your local media in Excel format for IFEA to use to announce the selected recipients.
4. An individual photograph representing your city. (A least 300 dpi in size).
5. A three (3) minute video presentation representing your city. (Refer to Important Details section for video format.)
6. A one (1) page introductory letter stating why your City should be selected to receive the *IFEA World Festival & Event City Award*.
7. Your overall completed *IFEA World Festival & Event City Award[®]* Entry providing responses and supporting information for Sections 1-6 below. This part of your entry must be submitted as one (1) singular entry piece/document/PowerPoint/Pdf, etc. Please refer to the Entry Requirements and Important Details sections for specific entry formats and details.

To view examples of past IFEA World Festival & Event City Award[®] recipients, go to: www.ifea.com / Industry Awards / World Festival & Event City Award / Recipients

Section 1. Community Overview

The information in this section will help provide us with a better understanding of your community and the infrastructure in place to host and/or support those producing and attending festivals and events.

- Please provide an overview of your community that will provide us with as many elements as possible, such as:

a. Current City Population

b. Current SMSA or LUZ Population

(Standard Metropolitan Statistical Area or Large Urban Zone)

c. Population within a 50 Mile Radius of Applicant City

d. Primary Festival and Event Venues Available

(Indoor and Outdoor. For example: Theatres, Plazas, Bandshells, Parks, Stadiums, Fairgrounds, Sport Facilities, Convention Centers, etc., including those facilities planned for completion within the next two years. Include Estimated Capacities for each. For outdoor venues, use a formula of 1 person per 3 square feet if no other total capacity numbers are available.)

e. Water and Power Accessibility in Outdoor Venues

f. Hospital and Emergency Response Availability

g. Total Number of Hotel Rooms Available

h. Public Transportation Options

i. Parking Availability

(Paid lots, meters, and free)

j. Walking Paths, Bicycle Lanes

k. Estimated City Visitors Annually Attributed to Festivals and Events

Section 2. Community Festivals and Events

The information in this section will provide us with an understanding of the diversity and success of current festivals and events that serve your city residents and visitors.

- Please provide us with a good overview of the leading festivals and events currently operating in your market, listing as much detail as possible about each, such as:

- Festival or Event Name**
- Top Executive Contact Information**
- Number of Years Festival or Event has been Produced**
- Event Dates**
(Minimally the month held, with days if clearly defined – For example: the last weekend in June. If the event is a series, list the starting and ending dates – For example: Every Wednesday, June through August.)
- Recurrence Cycle** (Annually, Every 5 Years, etc.)
- Estimated Gross Operating Revenues**
- Estimated Gross Operating Expenses**
- Estimated Total Sponsorship Support**
- Estimated Volunteer Count and Estimated Hours Worked**
- Estimated Combined Aggregate Attendance**
- Estimated Non-Aggregate Attendance**
- Primary Targeted Marketing Efforts**
(Local, Statewide, Provincial, Regional, National or International)
- Estimated Percentage of Annual Attendees from Geographical Areas**
(Local, Statewide, Provincial, Regional, National, International)
- Awards and Recognition Received**
- Management Staff Professional Certifications and/or Degrees in Festival & Event Management**
- Professional Industry Involvement / Memberships**



Section 3. City/Governmental Support of Festivals and Events

The information in this section will help us to understand the strength and depth of support by the applicant City and other area governmental bodies (County, State, taxing districts, etc.) as it pertains to festivals and events.

- Please define or describe each of the following elements (a-i) below, as completely and accurately as possible.
- Where available and appropriate, please provide examples and copies.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

- Defined Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies**
- Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies**
- In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies**
- Defined Role of the City in Festival and Event Approval**
- City-Provided Festival and Event Process Coordination and Assistance System**
(For example: Existence of City Events Department; One-Stop Shopping for Permitting and Planning Needs)
- Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events**
- Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events**
(For example: noise ordinances, traffic regulations, curfews, parking fees, fireworks regulations, ambush marketing control, alcohol service requirements, taxes, food safety, insurance requirements, etc.)
- City Provided Festival and Event Training Programs**
(For example: Marketing, Planning, Budgeting, Risk Management, Alcohol Service, City Department Introductions, etc.)
- Direct Industry Involvement / Memberships by City/City Departments**

Section 4. Non-Governmental Community Support of Festivals and Events

The information in this section will help us to understand the commitment to festivals and events and direct support provided by community individuals and non-governmental organizations. Without this type of support most festivals and events could not achieve the level of success that these important partnerships help to build.

- Please define or describe each of the following elements (a-l) below (if applicable) as completely and accurately as possible.
- Answers should be provided as an overview reflective of the entire community versus an individual event/organization.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

a. Volunteer Involvement

b. Sponsorship Support

c. Media Support

d. Chamber of Commerce / Convention & Visitors Bureau Support

(Promotion and marketing activities, familiarization tours, travel writer access, material creation, information distribution, grant funding, visitor hosting, etc.)

e. Downtown Associations

(Support by Downtown merchants and businesses)

f. Organizations to Assist Individuals with Disabilities

g. Local Event Cooperatives

h. Sports Commissions

i. Educational Institution Support

j. Special Incentives/Discounts Provided to Festivals and Events by Local Venues

k. Access to Industry Suppliers in Local Market

(For example: banners and decorations; generators; portable toilets; merchandise; generators; stage, lights & sound; golf carts; security; chairs; barricades; ATM's; communication services; etc.)

l. Direct Industry Involvement / Memberships by Any of the Above

Section 5. Leveraging 'Community Capital' Created by Festivals & Events

The information in this section will help us to understand how the City and its non-governmental partners maximize the 'community capital' created by festivals and events in your market.

- Please define or describe how your City uses the branding and marketing images/ opportunities provided by your local festivals and events to leverage return in other areas.
- These may include, the items below, among others.
- If a section or element does not apply to your city, please state this within your entry and why it does not apply and/or what you may have/use instead.

a. Community Branding

b. Promoting Tourism

c. Convention Marketing

d. Corporate Recruiting Efforts

e. Relocation Packets and Information

f. Familiarization Tours

g. Out-of-Market Media Coverage

h. Enhancing Exposure to the Arts and Other Causes

i. Creating Highly Visible Public Relations Campaigns for City Facilities and Services

(For example: police, parks, fire, EMT's, transportation, venues)

j. Encouraging Community Bonding, Participation, and Celebration

k. Highlighting or Developing Underused Venues or Sections of the Community

l. Creating Legacies and Images Beyond the Event

Section 6. Extra Credit

This section provides an opportunity to highlight any other programs, services, resources, activities, etc., that may not have been included or covered in the previous sections. Some examples may include the items below, among others,

- a. Skills Development - Availability of Certificate or Degree Programs in Festival & Event Management through a Local University or Private Provider**
- b. Members of Your Event Community Who Currently Hold a Certified Festival & Event Executive (CFEE) Designation**
- c. Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events**
- d. A Festival and Event Shared Resource Program in Your City**
(For example: shared warehousing, office space, equipment, staff, etc.)
- e. Efforts to Actively Recruit New Events to Your City**
(Please include reference to any applications made/secured if this area pertains)
- f. Other Creative Endeavors**





IFEA World Festival & Event City Award[®] 2012 APPLICATION

Entry Deadline: 5:00 p.m. (MST) Monday, July 30th, 2012

Submit Entries, Entry Form and Payment to:
IFEA World Festival & Event City Award[®]
2603 Eastover Terrace, Boise, Idaho, 83706 USA
Phone: +1-208-433-0950 ext: 3 – nia@ifea.com

CITY APPLICANT INFORMATION (Please print clearly)

Applicant City Name (If including information from surrounding market or suburb communities, please note those in parenthesis): _____

State / Province or Territory: _____

Country: _____

Global Region: (Choose one)

Africa Asia Australia / New Zealand Europe Latin America The Middle East (MENASA) North America

Note: Politically connected islands and territories should choose the region of their most direct affiliation.

Other (If you choose 'Other' please clearly specify location below.)

Population Level (select one): Under 100,000 100,000 to 500,000 500,000 to 1 million Over 1 million

PRIMARY CONTACT INFORMATION (Please print clearly)

The following information should pertain to the primary individual with whom the IFEA should communicate with, as necessary, throughout the award judging and selection process.

Name: _____ Title: _____

Organization: _____

Mailing Address: _____

City, State, Country, Postal Code: _____

Phone (Business): _____ Phone (Mobile): _____

Fax: _____ E-Mail: _____

Note: The Applicant City will receive a complimentary membership for one year in IFEA through our appropriate global affiliate. If different from the Primary Contact please let us know who should receive this membership.

RELEASE & USAGE

- By submitting your entry to the IFEA World Festival & Event City Award[®], 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. All materials and photos submitted as part of the application will become the property of the IFEA.
- Winning applicants agree that the IFEA may use their City name and representative photos in all press releases and program marketing materials, both hard copy and electronic versions.
- Your entry into the competition is acknowledgement of these terms.

PAYMENT TOTAL

IFEA World Festival & Event City Award[®]: Number of Entries: _____ x IFEA Member \$695 USD Per Entry Non IFEA Member \$895 USD Per Entry = \$ _____

PAYMENT INFORMATION

Please select your method of payment:

VISA MasterCard American Express Check (Made payable to the IFEA) Wire Transfers: (Contact Bette Monteith at bette@ifea.com for details)

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

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

DID YOU REMEMBER TO:

- Complete the entry form providing contact and payment information?
- Submit a one (1) paragraph description of your city (to be used for promotional purposes by the IFEA)?
- Submit an email list of your local media in Excel format for IFEA to use to announce the selected recipients?
- Submit an individual photograph representing your city. (A least 300 dpi in size)?
- Submit a three (3) minute video presentation representing your city?
- Submit a one (1) page introductory letter stating why your City should be selected to receive the IFEA World Festival & Event City Award[®]?
- Submit your overall completed IFEA World Festival & Event City Award[®] Entry providing responses and supporting information for Sections 1-6? Is this entry submitted as one (1) singular entry piece/document/ PowerPoint/Pdf, etc.? Is this entry provided on a disk, USB Flash Drive or electronically in a Word, PowerPoint, PDF or other standard format?