



1995 - 2015  
**20**  
YEARS  
of PINNACLES

2015 IFEA / Haas & Wilkerson  
*Pinnacle Awards  
Competition  
Call for Entries*

*Gain the recognition your event deserves...*

Each year, the International Festivals & Events Association recognizes outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials produced by festivals and events around the world, with the Haas & Wilkerson Pinnacle Awards Competition. This prestigious awards competition strives for the highest degree of excellence in festival and event promotions and operations, and in doing so, has raised the standards and quality of the festivals & events industry to new levels.

From events large or small, cities, festivals, chambers, universities, parks & recreation departments, vendors & suppliers, and everything in between, events and promotions of nearly every type and size will have the opportunity to be recognized, as entries are categorized into organizations with similar sized budgets. From best Event Poster, T-Shirt, Hat, Promotional Brochure, Website, TV Promotion and Social Media site to best Volunteer Program, Green Program, Sponsor Follow-Up Report and Media Relations Campaign, there's a place for almost every element of your event to be recognized.

The IFEA / Haas & Wilkerson Pinnacle Awards have provided many outstanding examples of how event producers can use innovation and creativity to achieve a higher level of success. One of the goals of the IFEA is to promote the professionalism of our members and the festivals and events industry as a whole. Therefore, to add further impact to the winning organizations, the IFEA will provide your organization with a press release template for you to distribute to your media list explaining the award and the competition. Your organization will be recognized for taking part in raising the level of professionalism throughout the industry, while at the same time improving your community.

So what are you waiting for, gather your items, fill out the entry form, and send them off to be judged against the best of the best, in the festivals and events industry. Then get ready to hear your organization's name announced at the 60th Annual IFEA Convention & Expo, September 21-23, 2015 in Tucson, AZ.



HAAS & WILKERSON  
INSURANCE

# THE CONTEST

## DEADLINES

- **EARLY BIRD ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JUNE 15, 2015**
  - Entries received on or prior to June 15, 2015 will receive the Member early bird rate of \$30 per entry or \$75 per Grand Pinnacle entry or the Non-Member early bird rate of \$60 per entry or \$150 per Grand Pinnacle entry depending on IFEA Membership status.
- **FINAL ENTRY DEADLINE: 5:00 p.m. (MST), MONDAY, JULY 20, 2015**
  - Entries received between Tuesday, June 16, 2015 and Monday, July 20, 2015 will receive the Member final entry rate of \$35 per entry or \$100 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$200 per Grand Pinnacle entry depending on IFEA Membership status.

## ELIGIBILITY

- Entries must have been produced and / or used for the first time between July 22, 2014 and July 20, 2015.
- Entries must be submitted in their original format unless previously approved. For Questions Contact: Nia Hovde, nia@ifea.com.
- Payment in full must be received with entries for entries to be deemed eligible.
- Entries and entry forms must be submitted in English.
- Font size for any written text must not be smaller than 10pt.
- To receive the member rate for Pinnacle entries you must be an IFEA member in good standing.
- Each entry form submitted must be completed in its entirety in order for items to be judged eligible.
- Entry must be received at the IFEA Office by the above dates to be eligible.
- 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.

## 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 paper clip/bull clip entry form to item. Please do not glue or tape form to item.
- Multiple entries within the same notebook/ bound format/ CD/ USB Drive, will not be accepted. Please separate entries.
- Entries required to be submitted in a "notebook" (Categories 1, 38-68) means that the entry should be submitted in some sort of bound format in order to keep all the materials together. For example, a 3 ring binder; spiral bound; in a report cover or a bound publication with hard/soft covers. Please do not staple or paper clip your entries together.
- **UPDATED:** If submitting categories 1 or 38-68, in addition to the printed entry you submit, please **also** submit each entry as a single pdf document (including all supporting materials within that single document.) Please submit PDF on a USB Thumb-Drive or Disk. If submitting one or more entries from categories 1 or 38-68, please include all entries on a single USB Thumb-drive/Disk and **attach to overall payment form.**
- When submitting your total entries, please also submit a high resolution copy of your organization or event logo. Please email to nia@ifea.com – subject "Logo for 2015 Pinnacle Entry – and your event/organization name."

## A HOW TO GUIDE

- All categories are listed on the left side of each page
- Entry information required for each category is listed under the

specific category on the left (if applicable). This information is unique to that specific category.

- Any supporting questions and supporting material requirements needed for each category or group of categories, is listed on the right side of each page (if applicable.)

## THE JUDGES

The judges are recognized professionals in the areas of graphic design, promotions and public relations; broadcast, print and on-line media; and special event planning and management.

## SCORING SYSTEM

- Categories 1, 38-68 will be judged using 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.
- If a required element within an entry is not applicable to your event, please state so within your entry to avoid being marked down on points or indicate what element you have instead.
- The scoring system is not applicable to TV, Radio, Multimedia, Print & some Merchandising categories.
- 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.

## THE WINNERS

- All finalists for the IFEA / Haas & Wilkerson Pinnacle Awards will be notified by email the last week of August, 2015. Notification will go to the primary IFEA Member in addition to the contact listed on the Awards entry form.
- The 2015 IFEA / Haas & Wilkerson Pinnacle Award winners will be announced at the 60th Annual IFEA Convention & Expo, September 21-23, 2015 in Tucson, AZ.
- If you are not present at the Awards Presentation to accept your award(s), they will be mailed to you after the Annual Convention. Expect 3-4 weeks for delivery. If shipping costs for your award exceeds \$15 USD, you will be sent an invoice for the shipping charges.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 60th Annual IFEA Convention & Expo, September 21-23, 2015 in Tucson, AZ. or arrange for a representative to accept any award won on your behalf.
- Gold winning entries will be on display during the 60th Annual IFEA Convention & Expo.
- Winning entries will also be available to view at www.ifea.com shortly after the 60th Annual IFEA Convention & Expo.

## RELEASE & USAGE

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

## SHIP ENTRIES TO:

IFEA Pinnacle Awards Competition  
International Festivals & Events Association  
2603 W Eastover Terrace, Boise, ID 83706, USA  
Phone: +1-208-433-0950 ext: 3

- Please try to avoid using packing peanuts/popcorn when shipping your entry.
- For packing tips, go to www.ifea.com and then Industry Awards / Pinnacle Awards / 2015 Pinnacle Awards

## FREQUENTLY ASKED QUESTIONS

As you prepare your entries, you will have many questions. To help answer many of your questions, we have posted our most frequently asked questions on the IFEA website at [www.ifea.com](http://www.ifea.com) / Awards / Pinnacle Awards / 2015 Pinnacle Awards, check back often as we'll continue to post questions and answers as they come in.

If you have any further questions about the IFEA/Haas & Wilkerson Pinnacle Awards, please contact Nia Hovde at +1-208-433-0950 Ext 3 or [nia@ifea.com](mailto:nia@ifea.com).

Go to [www.ifea.com](http://www.ifea.com) to find answers to common questions such as:

- When you ask for entries in the original format, what does that apply to?
  - What do you mean when you say, please provide entries in a 'notebook' or 'bound format'?
  - For the more in depth entries (categories 1, 38-68) do I have to answer or provide information for all the criteria and requirements listed under the category?
  - Referring to the above question, what if something in a specific category that is required, either does not apply to our event, or we are unable to provide the information required.
  - Certain entries ask for budget information, however we aren't able to reveal certain elements of that information as it is not public knowledge. How can I answer the required information if I'm not able to provide it?
  - On certain entries, it says we can only provide 5 examples of supporting materials . . . how can I possibly only provide 5 examples!?
  - Why do we need to provide certain entries on disk or Thumbdrive?
  - Referring to the above question, am I able to save all of the entries I'm submitting on one disk/Thumbdrive, instead of saving each individually?
  - Are we able to enter the same event into multiple categories?
  - Are we able to enter multiple items (that are different) in the same category, for the same event?
  - I'm not a member of the IFEA, am I still able to enter?
  - Can I pay for my entries via a wire transfer?
  - How are the Pinnacle Award Entries Judged?
  - Why do you not publish the points awarded for each entry in the list of winning entries?
  - Who judges the Pinnacle Entries?
  - Why aren't we able to know the names of the judges?
  - It looks like there's even more requirements for some categories . . . what specifically do I need to answer for categories 1, 38-68?
  - For the above listed categories . . . what order should I list my entry in, in response to the requirements?
- For categories 1, 38-68, that require written information and are also required to be put into a 'notebook' or 'bound format' be sure to submit the information in that category in the order that it is asked so it's easier for the judges to compare one entry to another.
  - When saving your entry to a disk or Thumbdrive to go along side your individual entry, be sure to save your entry as one document – instead of multiple documents.
  - When putting together categories 1, 38-68 that require a lot of work to create . . . if you have time, make 2 copies! What better way to keep a record of what you did each year not only at your event, but also for the next year's Pinnacles!
  - Remember the eligibility period for the pinnacles. Entries must have been produced and/or used for the first time between July 22, 2014 and July 20, 2015. So if you produced an event during that time, or any materials for your event were produced during that time (even if the actual event was outside of that time frame) it's eligible!
  - If you are required to write something for your entry, make sure it is well written and easy to read.
  - The more organized your entries are, the easier it is to understand your message.
  - With all entries, guide the judges to what you want them to see. Highlight the important parts.
  - Don't overwhelm the judges with too much information. Summarize the statistics and only display your best footage/news clippings. Quantity is not always quality.
  - On categories 1, 38-68 (categories that have a lot of requirements), be sure to have someone that is not closely tied to your event read through your entry to see if everything makes sense. Sometimes you may be too close to your event and you may not include certain information, since it may be too obvious to you. But it may be a vital piece of information. If your entry makes sense to an outsider to your event, it should make sense to the judges.
  - Many of the judges may not know anything about your event, so make sure your explanations are clear enough so they feel like they have just attended/participated in your program.
  - Proof, Proof, Proof!! Yes, we do mark you down for typos!
  - When in doubt – ASK. If you're not sure on something, please contact Nia Hovde +1-208-433-0950 ext: 3 or [nia@ifea.com](mailto:nia@ifea.com).

## TIPS AND POINTERS

Never participated in the Pinnacle Awards Program before? Looking for some helpful tips and pointers on how to enter? Below are just a few tips to hopefully point you in the right direction. Be sure to also review the Pinnacle FAQ's and the Pinnacle Packing Tips.

- Start Early!
- Don't wait until the deadlines are almost here to get your entries submitted! If you have time to work on your entries early, do so and then get them in early!
- We will start accepting entries as soon as you want to start sending them in!
- Do not mount any of the merchandise on poster board/foam core/card board etc. It's much easier for the judges to pick up, look at and perhaps try the items on, if they are standing alone.
- Be sure to read and follow all the criteria and requirements for each entry. The criteria and requirements are always being updated, so be sure to review the changes before you start.

## QUESTIONS?

- Contact: Nia Hovde, Director of Marketing & Communications at Phone: +1-208-433-0950 ext: 3 or Email: [nia@ifea.com](mailto:nia@ifea.com)
- For additional information and FAQ's, go to [www.ifea.com/](http://www.ifea.com/) Industry Awards / Pinnacle Awards

# THE GRAND PINNACLE

## 1) GRAND PINNACLE

The Grand Pinnacle is the highest award given by the IFEA in recognition of those Festivals and Events\* who have a balance of all the elements necessary to ensure a successful event.

(\*Of those events who enter and judged within each of the four separate budget categories.)

### ENTRY INFORMATION:

For entry, please provide a detailed description to each section requested within:

1. **Introductory Information**
2. **Additional Requirements**
3. **Supporting Materials**
4. **Supporting Questions**

- Submit entire Grand Pinnacle Entry within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as 1 (one) document) on a CD or Thumbdrive. Attach CD or Thumbdrive to overall payment form. (Okay to submit all of your Pinnacle entries on 1 (one) CD or Thumbdrive.)
- Please submit your entry in the order listed here.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points.

#### 1. Introductory Information: (10 points)

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

- a. Event Dates
- b. Purpose / Mission
- c. History/Description of Event
- d. Types of Activities Included Under the Festival / Event Umbrella
- e. Overall Revenue and Expense Budget
- f. Estimated Economic Impact
- g. Attendance Numbers & Demographics
- h. Volunteer Count & Demographics
- i. Staffing Numbers and Positions
- j. Founding / Incorporation Date and Management System (i.e.: 501 (c)3 non-profit staff & volunteer board; city managed; profit-making partnership, etc.)

#### 2. Additional Requirements: (40 Points)

Include a detailed overview of each of the sections listed below (a-e\*) for your festival / event, using no more than two (2) pages for each section.

- Make each section a separate tab in entry in order for the judges to clearly identify them.
- If your festival/event does not include one or more of the sections listed below, please provide an overview as to why your event does not include that element, or what you provide instead, so as not to lose points.

- a. **Promotional/Marketing Campaign & Media Outreach** (Includes but not limited to: What was your overall message/ slogan/image that you projected for your event this year? What was your target population, who received the message, what types of mediums did you utilize and who promoted your message.)
- b. **Website / Social Media / Multi-Media Program / Campaign**
- c. **Overall Sponsorship Program** (Provide an overview of your overall sponsorship program – how many sponsors, who are they and what do they sponsor and total sponsorship funds.)
- d. **Critical Component Programs**

\*Provide up to a one (1) page description for each of the following programs (if not applicable, please state as such and/or what your festival/event has in its place.)

- Volunteer Program
- Green Program

- Educational Program
  - Children's Program
  - Food & Beverage Program
  - Entertainment Program (music, artists, theatre, performers etc.)
  - Merchandise Program
  - Community Outreach Program
  - Emergency Preparedness Program
- e. Descriptions of any other **Special Programs** unique to your event.

#### 3. Supporting Materials: (10 Points)

- Please also include any necessary supporting materials for the festival/event - limiting materials to no more than 5 examples for each area in the 2.) Additional Requirements section (if applicable) (a-e).
- Supporting materials may be placed within a specific section of the entry, or at the end.

#### 4. 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?
  - 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?"
- b. Please provide measurable results / examples for question (a).
- c. What makes the event stand out as an internationally recognized event?
- d. Why should the event win the IFEA / Haas & Wilkerson Grand Pinnacle Award?

#### Judging Criteria: (30 points)

The Grand Pinnacle Entry will be judged based on the following criteria. Please refer to the Entry Information for further details. The following Judging Criteria is applicable to both the individual entry and the overall event.

- Is the entry / event well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / event designed and laid out well?
- Is the event creative and / or unique?
- Does the entry relay the image of the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Does the entry match the purpose / mission for the event?
- Have all requirements been met?

#### Additional Notes:

- Be sure to answer and provide information for every section and area listed in the entry requirements. Failure to provide information for each section / element will result in a deduction of points. If a required element is not applicable to your event, please state as such and/or what your festival/event has in its place.
- This entry is separate from all other categories and divisions. Judges will not refer to, or transfer items from other categories.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 60th Annual IFEA Convention & Expo, September 21-23, 2015 in Tucson, AZ. or arrange for a representative to accept any award your behalf.

# CATEGORIES

## TELEVISION & RADIO ENTRIES

- 2) BEST TV PROMOTION**  
(Ad Spot or PSA)
- 3) BEST FULL LENGTH TV PROMOTION**  
(Local Programming)
- 4) BEST FULL LENGTH TV PROGRAM**  
(National Promotion / Syndication)
- 5) BEST EVENT VIDEO**  
(For Sale)
- 6) BEST RADIO PROMOTION**  
(Ad Spot or PSA)

### ENTRY INFORMATION FOR CATEGORIES 2-7:

- All TV/video entries should be encoded for Region 1 or Region 0 DVD capabilities. Submit entry on a DVD or Thumbdrive. Entry should be viewable in Windows Media Player or QuickTime. (Please do not submit Blu-Ray Disks.)
- All Radio entries should be submitted on a CD or Thumbdrive (not a DVD) Entry should preferably be submitted as a wave file or MP3 file.
- Label DVD / CD / Thumbdrive and attach entry form to case.
- Only one video/radio spot per DVD / CD / Thumbdrive. Submit EACH entry SEPARATELY. DO NOT combine multiple entries on DVD / CD / Thumbdrive.
- These are standalone items and no written information is required.
- Make all DVD's / CD's set to Auto Play.

### Judging Criteria:

- Does the entry relay the image of the event?
- Is the item creative and / or unique?
- Is the message clear?
- Is the item organized?
- What is the "Usability" factor?
- What is the overall impression?

## MULTIMEDIA ENTRIES

- 7) BEST EVENT WEBSITE**  
(Submit web address only – clearly print website address on entry form under section 3.)
- 8) BEST ORGANIZATION WEBSITE**  
(Submit web address only – clearly print website address on entry form under section 3.)
- 9) BEST EVENT / ORGANIZATION E-NEWSLETTER**  
(Clearly print or type a link to download materials on entry form under Section 3. Submit 3 consecutive issues.)
- 10) BEST MISCELLANEOUS MULTIMEDIA**  
(Includes, but is not limited to items such as: Screen Savers, Live Web-casts, Electronic Billboards, etc. Submit in format used. Preferable method for Videos is a YouTube link. Only one multimedia item per entry. Clearly print or type link on entry form under Section 3 - type on separate sheet of paper if necessary - or submit on Thumbdrive.)
- 11) BEST SOCIAL MEDIA SITE**  
(Submit Social Media Site Address – clearly print address on entry form under section 3.)
- 12) BEST FESTIVAL / EVENT MOBILE APPLICATION**  
(Submit web address or instructions on how to obtain the App, clearly print address on entry form under Section 3.)

### ENTRY INFORMATION FOR CATEGORIES 7-12:

- For categories 7, 8, 11 & 12 site will be reviewed online by judges.
- Be sure to make the website link go to exactly where you wish the judges to go first.
- Refer to any additional entry information listed next to each category.
- These are standalone items and no written information is required.

### Judging Criteria:

- Does the entry / item relay the image of the event?
- Is the item creative and / or unique?
- Is the message clear?
- Is the entry / item organized?
- What is the "Usability" factor?
- What is the overall impression?

# CATEGORIES

## PROMOTIONAL PRINTED ENTRIES

### 13) BEST EVENT PROGRAM

### 14) BEST NEWSPAPER INSERT / SUPPLEMENT

### 15) BEST PROMOTIONAL BROCHURE

### 16) BEST EVENT / ORGANIZATION NEWSLETTER

*(Submit three consecutive issues.)*

### 17) BEST MISCELLANEOUS PRINTED MATERIALS (MULTIPLE PAGE)

*(Includes but not limited to: direct mail brochures, cookbooks, annual reports, etc. - One item per entry.)*

### 18) BEST MISCELLANEOUS PRINTED MATERIALS (SINGLE PAGE)

*(Includes but not limited to direct mail pieces, rack cards, fliers, maps, etc. Only one item per entry. Mounting on Poster board, optional)*

### 19) BEST COMPANY IMAGE PIECES

*(Includes but is not limited to: Letterhead, envelopes, logo, etc.). (One item per entry)*

### 20) BEST COVER DESIGN

*(Submit cover only – mounted on poster board. Covers of Magazine, Newspaper, Brochures, Programs all acceptable.)*

### 21) BEST SINGLE NEWSPAPER DISPLAY AD

*(Submit entry mounted on poster board.)*

### 22) BEST SINGLE MAGAZINE DISPLAY AD

*(Submit ad mounted on poster board.)*

### 23) BEST AD SERIES

*(Submit a maximum of 5 ads.) (If possible, mount all ads one same poster board.)*

### 24) BEST PROMOTIONAL POSTER

*(For posters not for sale at Festival or Event but used for promotional purposes to promote event) (Do not mount. Submit in poster tube.)*

### 25) BEST COMMEMORATIVE POSTER

*(For posters specifically for sale at festival or event.) (Do not mount. Submit in poster tube.)*

### 26) BEST EVENT PROMOTIONAL PHOTOGRAPH

*(Promotional photograph for your event) (Photo Dimensions: 8 inches x 10 inches. Submit photo mounted on Poster board - 2 inch margins.)*

### 27) BEST OUTDOOR BILLBOARD

*(Submit photo or print out of billboard, mounted on poster board.)*

### 28) BEST EVENT INVITATION

*(Single or Multiple Page. Do NOT mount this category on poster board.)*

### ENTRY INFORMATION FOR CATEGORIES 13-17:

- These are stand alone items and no written information is required.
- Submit each entry in original format if possible
- Submit categories 13-17 with the entry form securely paper clipped/bull clipped to the back.
- Do not mount on display board.

### Judging Criteria

- Does the entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item usable / functional?
- What is the overall impression?

### ENTRY INFORMATION FOR CATEGORIES 18-28:

- Submit categories 18-23, 26-27 each mounted on a single, black display board with a maximum of 2 inch margins.
- Submit categories 24-25 each rolled up in a poster mailing tube. Do not fold the poster. Do not mount the poster on poster board.
- Only one entry per board.
- These are standalone items and no written information is required.

### Judging Criteria

- Does the item / entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item usable / functional?
- What is the overall impression?

# CATEGORIES

## EVENT DÉCOR & AMBIANCE ENTRIES

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### 29) BEST STREET BANNER

*(Submit photo or printouts of banner only, mounted on poster board. Do not send actual banner.)*

### 30) BEST MISCELLANEOUS ON-SITE DECOR

*(Includes but is not limited to: directional signage, stage backdrops, entryways, flags, inflatables, etc.) (Submit only one decor item per entry.) (Submit photo of decor, mounted on poster board.)*

#### ENTRY INFORMATION FOR CATEGORIES 29-30:

- Submit categories 29-30 each mounted on a single, black display board with a maximum of 2 inch margins.
- Only one entry per board.
- These are standalone items and no written information is required.

#### Judging Criteria:

- Does the item / entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item usable / functional?
- What is the overall impression?

## MERCHANDISE ENTRIES For merchandise sold at Festival / Event / Organization.

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### 31) BEST T-SHIRT DESIGN

*(Does not include Tank Tops, Long-Sleeve T-Shirts or Collared/Polo Shirts)*

### 32) BEST PIN OR BUTTON

*(Please mount pin on poster board with 2 inch margins maximum.) (For single pins only, no pin sets.)*

### 33) BEST HAT

### 34) BEST OTHER MERCHANDISE

*(For merchandise other than T-shirts, pins, hats etc. that you have for sale at your festival/event.)*

### 35) BEST MISCELLANEOUS CLOTHING

*(i.e. - jackets, sweatshirts, long-sleeve t-shirts, polo shirts, tank tops, socks, scarves, etc.)*

### 36) BEST NEW MERCHANDISE

*(New merchandise to your festival/event/organization within the past festival season.)*

### 37) BEST SPONSOR GIFT

*(A gift a festival/event gives to a sponsor of their festival/event.)*

#### ENTRY INFORMATION FOR CATEGORIES 31-37:

- Submit actual merchandise items for categories 31- 37 as is.
- These are standalone items and no written information is required.
- Do not mount merchandise items on poster board – except Best Pin or Button.

#### Judging Criteria:

- Does the entry / item relay the image of the event?
- Is the item creative and / or unique?
- Is the message clear?
- Is the entry / item organized?
- What is the “Usability” factor?
- What is the overall impression?

# CATEGORIES

## SPONSORSHIP ENTRIES

### 38) BEST TARGETED SPONSOR SOLICITATION PROPOSAL

(Actual Sponsorship Proposal that was used to target a specific sponsor for your festival/event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following using no more than one (1) page per section:

- Introduction and description of main event.
- Name of Sponsor
- Introduction, effectiveness and success of Sponsor solicitation package

#### 2. Supporting Materials:

- Please provide a sponsor solicitation package that was actually used to target a specific sponsor.
  - Provide in the format used to present to the sponsor and with any other additional materials that were sent with the proposal. (Okay to substitute name of sponsor for generic name for confidentiality, however please make it clear on your entry you are doing this.)

### 39) BEST INDIVIDUAL SPONSOR FOLLOW-UP REPORT

(Actual Follow-Up Report that was generated for a specific sponsor for your festival/event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following using no more than one(1) page per section:

- Introduction and description of main event.
- Name of Sponsor
- Introduction and effectiveness of Sponsor follow-up report

#### 2. Supporting Materials:

- Please provide a sponsor follow-up report that was actually sent to a specific sponsor.
  - Provide in the format used to present to the sponsor and with any other additional materials that were sent with the report. (Okay to substitute name of sponsor for generic name for confidentiality, however please make it clear on your entry you are doing this.)

### 40) BEST SPONSOR PARTNER

(Entry should highlight a specific sponsor that stands out above all others.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following using no more than one (1) page per section:

- Introduction & description of main event
- Name of Sponsor
- Description of sponsor; level of sponsorship (cash/in-kind); details of benefit package and length of sponsorship/ partnership
- Quantity and quality of support to event by sponsor
- Goals and success of relationships for both event and sponsor
- How the sponsor stands out over all other sponsors.
- Activation of Sponsorship by Sponsor

#### ENTRY INFORMATION FOR CATEGORY 40:

- Submit category 40 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)

#### ENTRY INFORMATION FOR CATEGORIES 38-39:

- Submit category 38-39 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

#### 1. Overview Information (20 points)

Please provide the required information listed under the specific category to the left.

#### 2. Supporting Materials: (50 points)

Please provide materials listed under the specific category to the left. Supporting materials should be placed at the end of the entry.

#### 3. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the item / entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?
- Would you recommend or support this opportunity if in a position to do so?

- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

#### 1. Overview Information (70 points)

Please provide the required information listed under the specific category to the left.

#### 2. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all requirements been met?



# CATEGORIES

## SPONSORSHIP ENTRIES

### 41) BEST SINGLE NEW SPONSORSHIP OPPORTUNITY

(New activity / program within an Event created specifically to recruit a new sponsor or created after a new sponsor came on board.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & description of main event
- Name of Opportunity and Sponsor
- Description and purpose of New Sponsorship Opportunity
- Description of the targeted sponsor for the opportunity and why the sponsor was targeted
- Explain the synergy between the event and sponsor
- Overall effectiveness / success of the sponsorship

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### 42) BEST SPONSORSHIP PROGRAM FOR INDIVIDUAL SPONSOR

(Activity or program within a Festival or Event created for a specific sponsor.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & description of main event
- Name of Program and Sponsor
- Description and purpose of event/program being sponsored
- Description of sponsor; level of sponsorship (cash/in-kind); details of benefit package and length of sponsorship/ partnership
- Overall effectiveness / success of the program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### 43) BEST OVERALL SPONSORSHIP PROGRAM

(Entry should focus on the entire sponsorship program for all sponsors for the entire event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & description of main event
- Description of overall Sponsorship Program
- List of all current sponsors for event; levels of support; longevity of each
- Available benefit packages and valuation formulas
- Description of sponsor research targeting and sales process
- Description of sponsor service team and steps taken when new agreement is signed.
- Describe current sponsor renewal process & retention rate
- Overall effectiveness / success of the program
- Supporting Materials: Please provide a copy of Sponsor Agreement Sales Packet / Proposal; a copy of Sponsorship Follow Up Report and a sample of Sponsor Agreement

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 41-43:

- Submit category 41-43 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. 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?"

#### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program. Supporting materials should be placed at the end of the entry. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Supporting photographs
- Measurable results: tangible & intangible

#### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the program / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / entry designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?
- Would you recommend or support this opportunity if in a position to do so?

# CATEGORIES

## FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

### 44) BEST VOLUNTEER PROGRAM

(For overall Volunteer Programs at an Event/Festival/Organization)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section, together with applicable examples:

- Introduction and background of main event
- Description and purpose / objective of Volunteer Program
- Target audience / attendance / number of participants
- Duration of program (start to finish) and years program has been part of event
- Volunteer demographics (age, gender, individuals, charities, schools etc.)
- Volunteer job descriptions
- Recruitment methods / materials / applications
- Communication methods / materials
- Training guides / programs / handbooks / materials
- Organization & schedule information / materials
- Volunteer perks / benefits
- Appreciation / recognition methods/ materials
- Retention methods / materials
- Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- Overall revenue/expense budget of program
- Overall effectiveness / success of program
- Measurable results: ratio of volunteers to guests; # of volunteers; # of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers.

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### 45) BEST GREEN PROGRAM

(For festivals/events with implemented green/recycling programs at their event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Green Program
- Target audience / attendance / number of participants
- What "Green" initiatives were used at event (i.e. - recycling; alternative methods of transportation; renewable energy etc.)
- How were initiatives promoted to the public? Include marketing materials.
- Education programs pertaining to green program (for public, sponsors, volunteers etc.)
- How was green program enforced / encouraged, tracked, and staffed?
- Who assisted green program (vendors, volunteers etc.)
- Measurable results - how much was recycled; savings / cost of Green program; carbon footprint reduction
- Non-tangible results: education; awareness; involvement etc.
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- Tie-in of program to main event
- Overall revenue/expense budget of program
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 44-45:

- Submit categories 44 & 45 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. 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?"

#### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
- Promotional / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible

#### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / program well organized?
- Is the content professional? Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

## 46) BEST EDUCATIONAL PROGRAM

(For festivals/events who have a specific educational component built into their programming.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Educational Program
- Target audience / attendance / number of participants
- Provide a detailed description of the education program / curriculum
- Who provided the education and in what setting
- Involvement by local educational institutions and professional education (if any)
- What was the take-away for attendees / participants?
- Duration of program (start to finish) and years program has been part of event
- Tie-in of program to main event
- Overall revenue/expense budget of program
- Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

## 47) BEST CHILDREN'S PROGRAMMING

(For festivals/events who have specific programming for Children)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Children's Program
- Target Audience / main target age group
- Attendance / number of participants
- Activities /entertainment provided
- Local School involvement
- Tie-in of program to main event
- Overall revenue and expense budget of specific program / event
- Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
- Duration of program (start to finish) and years program has been part of event
- What makes the program unique and creative?
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

## 48) BEST COMMUNITY OUTREACH PROGRAM

(Programming done throughout the year to benefit and help include all parts of the community, while enhancing the image and brand of your event/organization throughout the year.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Outreach Program
- Target audience / attendance / number of participants
- Impact program had on the community
- Tie-in of program to main event
- Duration of program (start to finish) and years program has been part of event
- Overall revenue/expense budget of specific program
- Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

## ENTRY INFORMATION FOR CATEGORIES 46-48:

- Submit categories 46, 47, 48 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

### 2. 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?"

### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
- Promotional / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible

### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / program well organized?
- Is the content professional? Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

## 49 BEST EVENT / PROGRAM WITHIN AN EVENT TO BENEFIT A CAUSE

(Entry may include fundraising programs as well as awareness programs.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Event/Program
- Description of selected cause and why/how it was selected
- Target audience / attendance / number of participants
- Tie-in of program to main event
- Duration of program (start to finish) and years program has been part of event
- Overall revenue/expense budget of specific event/program
- Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

## 50) BEST EVENT (WITHIN AN EXISTING FESTIVAL)

(Entry to highlight a specific event that is held during the course of a larger festival/event.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Event within Festival
- Target audience and attendance / number of participants
- Overall revenue/expense budget of event
- Tie-in of program to main festival
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- What makes the event unique & creative?
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

## 51) BEST EMERGENCY PREPAREDNESS & RISK MANAGEMENT PLAN FOR AN EVENT

(Entry to focus on the overall risk management / emergency preparedness plan for a specific festival/event.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Risk Management Plan
- Target audience / attendance / number of participants
- Overall revenue and expense budget of specific program / event
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
- Overall effectiveness / success of program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

- Please submit a detailed documentation of the security plan used at your event

## 52) BEST FOOD & BEVERAGE PROGRAM

(Entry to focus on the overall food and beverage opportunities available during the course of a specific festival/event.)

### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) pages to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Food & Beverage Program
- Number and types of vendors
- Site Plan (i.e.: Food Courts, Crowd Flow etc.)
- Cash Management Process
- Fee Structures
- Alcohol Beverage Training/Control
- Vendor Application Process
- Festival/Event Controlled Products & Services (i.e.: Festival-only controlled product sales, Vendor required product use, etc.)
- Promotional activities to drive business
- Power/Water Access
- Waste Disposal

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### ENTRY INFORMATION FOR CATEGORIES 49-52:

- Submit categories 49, 50, 51, 52 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

### 2. 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?"

### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
- Promotional / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible

### 4. Judging Criteria: (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the entry / program well organized?
- Is the content professional? Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# CATEGORIES

## FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

### 53) BEST NEW EVENT

(For festival or event created from scratch within the past year.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of New Event
- Target audience and attendance / number of participants
- Overall revenue/ expense budget of event
- Duration of program (start to finish)
- Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- What makes the event unique & creative?
- Overall effectiveness / success of event

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 54) BEST NEW PROMOTION ACTIVITY

(Entry should focus on a specific promotion done by festival/event/vendor/supplier to promote a product, service, event, company, entertainment etc.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction and background of main event/organization
- Description and purpose / objective of Promotion
- Description of what was being promoted (merchandise, event, company, entertainment; etc.)
- What makes this promotion different from any other promotions?
- Target audience for promotion
- Attendance / number of participants (if applicable)
- Tie-in of promotion to main event/organization
- Overall revenue and expense budget of specific promotion
- Duration of promotion (start to finish)
- Description of sponsor / charity / volunteer / school / other group involvement with event/ organization and promotion and benefits to each (if applicable)
- Overall effectiveness / success of promotion

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 55) BEST NEW ATTENDEE SERVICE

(Any product or service designed with the intent of enhancing the attendee experience at a festival or event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) pages to explain each section:

- Description of new product or service
- Goals & objectives of product or service
- Application of product or service at an event
- Overall effectiveness of product or services
- Target market for product or service
- Measurable results: tangible & intangible

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 56) BEST MONEY-MAKING IDEA

(Entry should focus on a specific idea implemented at a festival/event that generated revenue.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & description of main event
- Description of money-making idea
- Target audience (if applicable)
- Attendance / number of participants (if applicable)
- Mediums used to promote idea (if applicable)
- Tie-in of promotion to main event/organization
- Overall revenue and expense budget of specific idea
- Overall effectiveness / success of idea

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 53-56:

- Submit categories 53, 54, 55, 56 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For each entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. Supporting Question (10 points)

- What challenges/obstacles did you foresee/encounter in creating the program/activity/idea, and how did you handle them?

#### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, signage, etc.)
- Promotional / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants
- Supporting photographs
- Measurable results: tangible & intangible

#### 3. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / program well organized?
- Is the content professional? Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# CATEGORIES

## FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

### 57) BEST OVERALL MERCHANDISING PROGRAM

(Entry should focus on the entire merchandising program for the entire festival/event/organization.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & background of event
- Description of merchandising program
- Overall revenue and expense budget for merchandise lines
- Target market for merchandise program (population / location)
- Marketing efforts tied to merchandise program
- Community support in selling / distributing merchandise
- Measurable results (Including number / variety of items; number of outlets selling items, etc.)
- Overall effectiveness of merchandise program

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORY 57:

- Submit category 57 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the**

**following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. 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?"

#### 3. Supporting Materials: (10 points)

Please include a sample selection of actual merchandise items available.

- Also include photographs of all merchandise items available in your merchandise program.
- Supporting materials should be placed at the end of the entry.

#### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / program well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

### 58) BEST VENDOR / SUPPLIER

(Entry should highlight a specific vendor or supplier to the festival/event that stands out above all others.)

(Festival or Event must submit this entry)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) pages to explain each section:

- Description of vendor / supplier
- How the vendor / supplier stands out over all other vendor / suppliers
- Quantity and quality of service and support to event by Vendor / Supplier
- Length of relationship between vendor and event
- Tangible benefits of relationship to both event and vendor.

#### ENTRY INFORMATION FOR CATEGORY 58:

- Submit category 58 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the following:**

#### 1. Overview Information (70 points)

Please provide the required information listed under the specific category to the left.

#### 2. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all requirements been met?

# CATEGORIES

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

### 59) BEST PRESS / MEDIA KIT

(For festivals/events/organizations to not only provide actual press/media kit used, but to demonstrate its effectiveness and use.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & background of campaign / event
- Provide actual media kit used to send out for your event
- Target audience / demographics for the media
- Target location (communities / cities / states) for media
- Types of mediums used for media outreach
- Measurable results indicating:
  - Number of publications / cities / states targeted
  - Percent of distribution that covered news
  - Longevity of media coverage
  - Increase / decrease in media from previous years

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### 60) MOST CREATIVE / EFFECTIVE NEWS STUNT

(For Festivals/Events/Organizations who generated publicity through a media stunt to promote their event/cause etc.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & background of campaign / event
- A detailed description of the news stunt
- How did the news stunt fit in to the overall media campaign for your event?
- Sponsor / charity involvement (if any) and why
- Was there an increase in media coverage for your event as a result of the stunt?

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

### 61) BEST MEDIA RELATIONS CAMPAIGN

(Entry should focus on the entire media relations campaign for a specific festival or event.)

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & background of campaign / event
- Purpose / objective of the media relations campaign
- A detailed outline of your entire media relations campaign for your event.
- Target audience / demographics for the media
- Target location (communities / cities / states) for media
- Types of mediums used for media outreach
- Measurable results indicating:
  - Number of publications / cities / states targeted
  - Percent of distribution that covered news
  - Attendance results based on media outreach / campaign
  - Income results based on media outreach / campaign
  - Longevity of media coverage
  - Increase / decrease in media from previous years.
- Overall effectiveness of the campaign

**2. Supporting Question** - Answer question listed to the right, here

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 59-61:

- Submit categories 59, 60, 61 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. 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?"

#### 3. Supporting Materials: (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (press releases, news clippings, etc.)
- Promotional materials
- Video / audio documentation (Please limit to 1 example – provide written explanation of further examples)
- Supporting photographs

#### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / campaign well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / campaign designed and laid out well?
- Is the campaign creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# CATEGORIES

## EDUCATIONAL INSTITUTIONS OFFERING EVENT MANAGEMENT PROGRAMS

### 62) BEST EVENT MANAGEMENT ASSOCIATE DEGREE

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Event Management Associate Degree
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 63) BEST EVENT MANAGEMENT BACHELOR DEGREE

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Event Management Bachelor Degree
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 64) BEST EVENT MANAGEMENT CERTIFICATION PROGRAM

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Event Management Certification Program
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 62-64:

- Submit categories 62, 63, 64 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. Supporting Question (10 points)

- What did you do to update/change the Degree from the year before? Were your updates/changes successful? Please provide measurable results/examples.
- If the Degree is a new program, please answer the following questions instead:
  - What challenges/obstacles did you foresee/encounter in creating the program and how did you handle them?

#### 3. Supporting Materials: (10 points)

Please also include any and all of the following Supporting Materials. Supporting materials should be placed at the end of the entry.

- Student recruiting materials
- Student application materials
- Marketing materials for program
- Complete outline and syllabus of course(s)
- Reading requirements list for students
- Sample testing Materials

#### 4. Judging Criteria: (30 points)

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / program well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?



# CATEGORIES

## EDUCATIONAL INSTITUTIONS OFFERING EVENT MANAGEMENT PROGRAMS

### 65) BEST ONLINE EVENT MANAGEMENT TRAINING PROGRAM

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Online Event Management Training Program
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 66) BEST FESTIVAL & EVENT MANAGEMENT MASTERS PROGRAM

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Festival & Event Management Masters Program
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

### 67) BEST FESTIVAL & EVENT MANAGEMENT PHD PROGRAM

#### 1. Overview Information:

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- Introduction & History of School/University
- Purpose / objective of Festival & Event Management PhD Program
- Date degree/program was founded & time frame the course is offered
- Number of staff members & student to staff ratio
- Number of students enrolled / number graduated
- Tuition costs / Financial assistance offered
- Overall revenue and expense budget of program
- Writing/Speaking/Testing/Research requirements for students
- Practical event experience required (internships/assigned event management etc.)
- Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)

**2. Supporting Question** - Answer question listed to the right, here.

**3. Supporting Materials** - Place at the end of the entry.

#### ENTRY INFORMATION FOR CATEGORIES 65-67:

- Submit categories 65, 66, 67 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the following:**

#### 1. Overview Information (50 points)

Please provide the required information listed under the specific category to the left.

#### 2. Supporting Question (10 points)

- What did you do to update/change the Degree from the year before? Were your updates/changes successful? Please provide measurable results/examples.
- If the Degree is a new program, please answer the following questions instead:
  - What challenges/obstacles did you foresee/encounter in creating the program and how did you handle them?

#### 3. Supporting Materials: (10 points)

Please also include any and all of the following Supporting Materials.

- Supporting materials should be placed at the end of the entry.
- Student recruiting materials
- Student application materials
- Marketing materials for program
- Complete outline and syllabus of course(s)
- Reading requirements list for students
- Sample testing Materials

#### 4. Judging Criteria: (30 points)

- Is the entry / program well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / program designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

# CATEGORIES

## JUST FOR FUN

### **68) BEST PROMOTION PUBLICIZING AN IFEA / HAAS & WILKERSON PINNACLE AWARD WIN**

*(No Charge to enter this Category)*

*Were you recognized for your outstanding accomplishments with an IFEA/Haas & Wilkerson Pinnacle Award last year? Gain further recognition for your award and event by promoting your Pinnacle Win, and then share with us what you did!*

#### **1. Overview Information:**

Please provide a detailed overview explaining the following, using no more than one (1) page to explain each section:

- a. Describe the promotion that took place to celebrate your IFEA/Haas & Wilkerson Pinnacle Award win.

#### **2. Supporting Questions:**

Please answer the following supporting questions, using no more than one (1) page for each question:

- a. What has winning an IFEA / Haas & Wilkerson Pinnacle Award meant to your event?
- b. How have you used winning an award(s) to your advantage?
- c. How has winning an award(s) enhanced your presence within your community?
- d. How has winning an award(s) increased leverage / funding / sponsorship for your event?

#### **3. Supporting Materials:**

Please also include any and all of the following supporting materials – limiting it to no more than 5 examples of each:

- Promotion materials used to promote award
- Media clippings from promotion
- Examples of IFEA / Haas & Wilkerson Pinnacle Winner logo placement

#### **ENTRY INFORMATION FOR CATEGORY 68:**

- Submit category 68 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as one (1) document) on a CD or Thumbdrive. Attach to overall payment form. (Okay to submit all of your Pinnacle entries on one (1) CD or Thumbdrive.)

**For entry, please provide detailed information to the following:**

#### **1. Overview Information (50 points)**

Please provide the required information listed under the specific category to the left.

#### **2. Supporting Question: (10 points)**

Please answer questions listed under specific category to the left.

#### **3. Supporting Materials: (10 points)**

Please provide materials listed under the specific category to the left. Supporting materials should be placed at the end of the entry.

#### **4. Judging Criteria: (30 points)**

*No information required. Your entry will also be judged based on the below criteria.*

- Is the entry / promotion well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / promotion designed and laid out well?
- Is the promotion creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?



**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.) Be sure payment information is NOT filled out on these copies.
- 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 PRINT your organization, event, sponsor or program name clearly and correctly - as this is how it will appear on any award if won.
- **NEW** - Please email a high resolution copy of your organization or event logo to nia@ifea.com - subject "2015 Pinnacle Entry Logo" & Your Event / Logo Name.

**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 acknowledgment 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.)

How you list your organization / event name will be how it is listed on any award won. PLEASE PRINT CLEARLY.

Organization: \_\_\_\_\_ Membership #: \_\_\_\_\_

Name of Event (if different from organization): \_\_\_\_\_

Name of Specific Program and/or Program Sponsor (applies to Categories 38-68): \_\_\_\_\_

Address (Do not list P.O. Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ 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, or as determined by the judges.

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): \_\_\_\_\_

Entry Description: \_\_\_\_\_

(Provide brief identifying description for each entry or Name of your specific Program being entered, Sponsor Name, web address etc.)

**4. PAYMENT INFORMATION**

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

**Total 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...): \_\_\_\_\_

Entries received with payment by 5:00 p.m. June 15, 2015 (MST) will receive the Member early bird rate of \$30 per entry or \$100 per Grand Pinnacle Entry; or the Non-Member early bird rate of \$60 per entry or \$150 per Grand Pinnacle entry, depending on IFEA Membership Status. Entries received between June 16, 2015 and July 20, 2015 will receive the Member final entry rate of \$35 per entry or \$100 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$200 per Grand Pinnacle entry, depending on IFEA Membership Status. Questions: Contact nia@ifea.com.

	<b>Early Bird Member Rates</b> (Before June 15, 2015)	<b>Final Entry Member Rates</b> (June 16 - July 20, 2015)
Grand Pinnacle:	\$75 x _____ = \$ _____	\$100 x _____ = \$ _____
Pinnacle Entries: (Categories 2-67)	\$30 x _____ = \$ _____	\$35 x _____ = \$ _____

	<b>Early Bird Non-Member Rates</b> (Before June 15, 2015)	<b>Final Entry Non-Member Rates</b> (June 16 - July 20, 2015)
	\$150 x _____ = \$ _____	\$200 x _____ = \$ _____
	\$60 x _____ = \$ _____	\$75 x _____ = \$ _____

Category #68:      \$ 0 x \_\_\_\_\_ = \$ \_\_\_\_\_  
(Just for Fun Category)

**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, do not list payment details on these forms
- Include each entry (as requested) on a disk or Thumbdrive attached to payment form.
- Email organization / event logo to nia@ifea.com
- Review all rules for entry submission – go to: Pinnacle Awards section at www.ifea.com for more info.