



HAAS & WILKERSON  
INSURANCE

Proud to insure excellence in the festivals & events industry

# CONGRATULATIONS to our 2017 Grand Pinnacle Winners

## Gold • Grand Pinnacle • Under \$100,000

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



Great Smoky Mountains National Park is one of the world's most beautiful places to take in everything the great outdoors has to offer. The primary message of this year's Wilderness Wildlife Week was to illustrate all the phenomenally engaging and immersive experiences attendees can partake in both our community and Great Smoky Mountains National Park as our entire community continues to promote how our area is back up and running from the devastating November 2016 Chimney Top 2 wildfire. The week-long event which took place between May 9 -13, 2017, featured a series of free, family-friendly activities designed to educate budding and experienced outdoors people and instill a love of nature in all those who attend.

For more information: [Click Here](#)

## Silver • Grand Pinnacle • Under \$100,000

Main Plaza Conservancy • Mariachi Corazón de San Antonio High School Group & All-Star Competition • San Antonio, TX U.S.A.



Now the seventh-largest city in the nation, San Antonio is a pivotal location in the story and identity of the United States and North America. Charged with preserving the cultural heritage of this great City, Main Plaza Conservancy debuted "Mariachi Corazón de San Antonio" Festival, High School Group and All-Star Competition in 2012. Known as the "heart of the city™", Main Plaza is the "original" historical City center. What better place to experience mariachi music at its finest than in the "HEART" of the City, Main Plaza, where the essence of the Texas-Mexican Border music runs deep through its core? MPC is vested in preserving tradition and heritage and in promoting the cultural and educational enrichment of San Antonio area students. It is our premise that all youth should have the opportunity to participate in an ensemble of the caliber of an all-area youth choir or orchestra and that mariachi music is every bit as credible and viable an art form as is a symphony orchestra, especially in Texas where mariachi has become a sanctioned University Interscholastic League ensemble.

For more information: [Click Here](#)

## Gold • Grand Pinnacle • \$100,000 to \$500,000

RedFilo Events • The Festival at Masdar City • Abu Dhabi, UAE



The 4th edition of The Festival @ Masdar City, took place on Friday the 20th of January and Saturday the 21st, 2017 as part of Abu Dhabi Sustainability Week. As an initiative towards raising awareness on adopting more sustainable habits, the festival has remained as a catalyst to attracting families and children to the concept of sustainability within the UAE. This year, The Festival @ Masdar City 2017 was set up in a way to incorporate ten different zones, which all included the theme of sustainability; Hype Central, Greenhouse, Innovation Factory, Oasis, Art on Track, Hands-On-Crafts, The Bazaar, Tales & Legends, Arcade Alley, & Carnival Square.

The festival theme appeared in several locations throughout the iconic Masdar City. Our objective was to deliver an outstanding event, which promoted Masdar as a major destination in the UAE. Overall, practicing sustainability is a duty of every citizen, and raising awareness on its importance in everyday life was the core mission of the festival.

For more information: [Click Here](#)

## Silver • Grand Pinnacle • \$100,000 to \$500,000

RedFilo Events • The Neorun™ • Abu Dhabi, UAE



The NEORUN™ an original event concept, created and managed by RedFilo™, was the first ever Night Fun Run in the Middle East, bringing together more than 3,500 people in Dubai, to take part in the first event in April 2015. It is a 5K track through a NEO World, where runners are splashed and sprayed in glowing paint. They wrap up the night with a psychedelic Enigma Party with mind-blowing music from top acts across the UAE. The runners, an integrated part of the show, light up the track with Glowsticks, Neosabers, and wacky outfits which glow in UV light. Since its inception, the NEORUN – The Place to GLO, has evolved into a spooky Halloween themed event, 'The Scariest Place to GLO'. The event now takes place annually every October on Halloween Weekend. This year the track became host to some new and improved zones such as Hologram Horrors, Undead Disco and a UV tunnel and exciting new acts such as fire breathers and a LED parade. For more information: [Click Here](#)

## Bronze • Grand Pinnacle • \$100,000 to \$500,000

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



Cottonwood Art Festival, produced by the City of Richardson's Community Events Department, is a free, two-day event that happens twice a year in Cottonwood Park. Throughout the years, renovations to the park were made to accommodate the growing popularity of the art show. The trees, lake and general beauty of the park has a relaxing atmosphere which cause people to want to stay all day. The park is transformed into a fun-filled festival where we provide the community a juried exhibition of gallery fine art and craft by exhibiting artists from around the world. Cottonwood also presents live entertainment from local and regional bands, a hands-on art area for children, a craft beer garden and a select group of fine food vendors. While the art education programs, community outreach, number of artists, and crowds have increased, the up close and personal attention from the artists and the warm atmosphere of Cottonwood Art Festival has remained the same. For more information: [Click Here](#)

## Gold • Grand Pinnacle • \$500,000 to \$1.5 Million

Saint Louis Art Fair • Saint Louis, MO U.S.A.



Cultural Festivals produces the annual Saint Louis Art Fair (SLAF), a free, three-day celebration of the arts and the community that surrounds it. Altering the urban landscape into a festive art-filled environment, downtown Clayton, MO becomes a lively showcase of art, music, and food. The most defining aspect of the fair is its juried exhibition of fine art and craft, providing patrons the opportunity to view, purchase, and engage with the artists. In addition to visual arts, the SLAF includes musical performances, street performers, hands-on activities for children, and delectable food from St. Louis' top restaurants. The Art Fair hosts 130,000 people during the three-day event. By incorporating art into the area, partnering with local organizations, and providing a free event, the SLAF has become an irreplaceable asset to the Saint Louis area. For more information: [Click Here](#)

## Silver • Grand Pinnacle • \$500,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc. • MAIN ST. Fort Worth Arts Festival • Fort Worth, TX U.S.A.



The MAIN ST. Fort Worth Arts Festival (MAIN ST.), Fort Worth's most honored event, celebrated its 32nd year on April 20-23, 2017. Presented by Andrews Distributing Company and Blue Moon, and produced by Downtown Fort Worth Initiatives, Inc., MAIN ST. hosted tens of thousands of people during the four-day visual arts, entertainment and cultural event. Showcasing a nationally recognized fine art and fine craft juried art fair, live concerts, performance artists and street performers on the streets of downtown Fort Worth, the Arts Festival stretched along nine blocks on Main Street from the Tarrant County Courthouse to the Fort Worth Convention Center. For more information: [Click Here](#)

## Bronze • Grand Pinnacle • \$500,000 to \$1.5 Million

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



The Des Moines Arts Festival®, Iowa's only free, three-day celebration of the arts, celebrated its 20th-Year Celebration this past June 23-25, 2017 with an exciting line-up of visual art, live entertainment, film, community outreach, interactive activities, eclectic foods, craft beer, and fine wines in Downtown Des Moines' Western Gateway Park. At the heart of the Festival is the juried art fair. The Festival has truly put Des Moines, Iowa, on the map, drawing more than three million guests to the three-day event during the past 20 years. The Festival has something for everyone to enjoy and it's all free to attend. For more information: [Click Here](#)

## Gold • Grand Pinnacle • Over \$1.5 Million

Pennsylvania Horticultural Society • 2017 PHS Philadelphia Flower Show • Holland: Flowering the World • Philadelphia, PA U.S.A.



The PHS Philadelphia Flower Show is the longest-running horticultural event in the United States, with its first exhibition being held in 1829. Participation has soared from a few dozen PHS members displaying their garden produce on long tables, to 44 major exhibits created by the nation's leading floral and landscape designers and hundreds of other group and individual exhibitors. The Flower Show now includes stages that host professional design and gardening contests; educational exhibits built by high school and university students and national plant societies; and the \$1 million structure, the Hamilton Horticult, where expert and novice gardeners compete for blue ribbons and show their finest plants – much as the first exhibitors did in 1829. The Flower Show has grown and blossomed, while preserving its strong horticultural roots. For more information: [Click Here](#)

## Silver • Grand Pinnacle • Over \$1.5 Million

Patronato de la Feria Estatal de León y Parque Ecológico • Feria Estatal de León 2017 • León, Gto., Mexico.



The foundation of the Villa of León took place in 1575 and the first written records of the celebration are dated since the years 1753 and 1754 as a religious holiday. But it was not until 1825 that the Nation's Supreme Congress authorized the Villa of León to celebrate an annual fair, lasting 8 days. Since then, it has become a professionally organized event which is a meeting place for locals and foreigners where a varied activity and content program is presented; tradition, music, dancing, food, performing arts, literature, media presentations, parade, business and sport, among others, for all ages and social classes, with a record of attendance to the fairgrounds higher than 5 million. For more information: [Click Here](#)

## Bronze Tie • Grand Pinnacle • Over \$1.5 Million

Destination NSW • Vivid Sydney • The Rocks, NSW Australia



Established in 2009 as part of the NSW Government's strategy to generate economic growth through tourism and major events, Vivid Sydney takes place over 23 nights in the May/June period. These weeks mark the transition from Autumn to Winter and have traditionally been the year's lowest visitor season. The festival program is structured around three core 'pillars' – Light, Music and Ideas. The unifying element of the three programs is their focus on creativity, innovation and the cutting-edge applications of digital technology. The festival's geographic footprint has continued to expand, with event programs and lighting installations extending across the city to encompass eight precincts and close to 100 venues around the main harbour and foreshore precincts, Central Business District (CBD) as well as inner city and suburban town centres. Vivid Sydney is now Australia's largest festival and has retained its focus on creative innovation in the arts, music and creative industries. It encourages widespread community engagement and interaction, and is a strong catalyst for visitation to Sydney and subsequent dispersal to Regional NSW. For more information: [Click Here](#)

## Bronze Tie • Grand Pinnacle • Over \$1.5 Million

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



Since its first event stepped off in 1956, the Kentucky Derby Festival has grown to become a world-class civic celebration showcasing the best-known events in Louisville. The Festival has taken the "Greatest two minutes in sports" and turned it into more than a two-week, community-wide celebration. Serving Louisville for 62 years, the Kentucky Derby Festival produces Kentucky's largest single annual event as well as the largest single-day road race. Between the 70+ events listed on its official schedule each year, attendance averages 1.5 million for the run of the Kentucky Derby Festival. While some events do charge entry fees for participation, most events are free with the purchase of a Pegasus Pin®, a plastic or metal souvenir pin. From the kick-off event, Thunder Over Louisville, to Derby Eve, the Festival works closely with local officials and other civic organizations to produce high quality events. Our network of 4,000 volunteers is an invaluable asset to the Festival, and working with these groups make the Festival possible. For more information: [Click Here](#)

To view the complete list of 2017 IFEA/Haas & Wilkerson Pinnacle Award Winners, [Click Here](#).

MARK YOUR CALENDARS FOR THE  
2018 IFEA/HAAS & WILKERSON PINNACLE AWARDS ENTRY DEADLINES

**Earlybird Deadline: Mid-June, 2018 • Final Deadline: Mid-July, 2018**

(Exact Dates Available Soon)