

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Event Invitation
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Silver
Best Full Length TV Program (national)
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Silver
Best Radio Promotion
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Silver
Best Other Merchandise
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Organizational Website
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Event/Organization E-Newsletter
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Miscellaneous Printed Materials (multiple page)
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Volunteer Program
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Media Relations Campaign
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze
Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle
Award Win
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Bronze-Tie
Best Pin or Button (by an event)
Over \$1.5 Million
500 Festival, Inc.
500 Festival
Indianapolis, IN U.S.A.

Silver
Best Sponsor
Over \$1.5 Million
500 Festival, Inc./500 Festival
Marsh Super Markets
Indianapolis, IN U.S.A.

Gold
Best Event Photograph
\$250,000 to \$749,999
Andrew Rafkind
Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Boise, ID U.S.A.

Bronze
Best Event Photograph
\$250,000 to \$749,999
Andrew Rafkind
Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Boise, ID U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Event Photograph
Under \$250,000

Andrew Rafkind

Hidalgo Festival of Lights
Boise, ID U.S.A.

Gold

Best Miscellaneous Multimedia
Under \$250,000

Andrew Rafkind

Wilderness Wildlife Week, Pigeon Forge, TN
Boise, ID U.S.A.

Silver

Best Sponsor Follow-up Report
\$250,000 to \$749,999

Art Colony Association

Bayou City Art Festival Downtown
Houston, TX U.S.A.

Gold

Best Full Length TV Program (local)
\$250,000 to \$749,999

Art Colony Association

Bayou City Art Festival Memorial Park
Houston, TX U.S.A.

Gold

Best Commemorative Poster
\$250,000 to \$749,999

Art Colony Association

Bayou City Art Festival Memorial Park
Houston, TX U.S.A.

Gold

Best Sponsor Follow-up Report
\$250,000 to \$749,999

Atlanta Dogwood Festival

Atlanta, GA U.S.A.

Silver

Best Miscellaneous Printed Materials (multiple page)
\$250,000 to \$749,999

Atlanta Dogwood Festival

Atlanta, GA U.S.A.

Bronze-Tie

Best Miscellaneous Printed Materials (single page)
Under \$250,000

Atomo Comunicacao

Visa Vale
Barueri-Alphaville, SP Brazil

Gold

Grand Pinnacle
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Best Sponsor Solicitation Package
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Best Single New Sponsorship Program
Under \$750,000

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Best Overall Sponsorship Program
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Best Volunteer Program
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Best Educational Program
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best New Event (within an existing festival)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Gold

Best Children's Programming

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Gold

Best Press/Media Kit

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Full Length TV Program (national)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Miscellaneous Printed Materials (single page)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Street Banner

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Event/Program within an Event to Benefit a Charity

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best New Promotion

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Overall Merchandising Program

Under \$1.5 Million

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Silver

Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle Award Win

Under \$1.5 Million

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Bronze

Best Full Length TV Program (local)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Bronze

Best Event Program (interior 4 or more colors)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Bronze

Best Miscellaneous Printed Materials (multiple page)

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

Bronze

Best Cover Design

\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft Hidalgo, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Single Magazine Display Ad
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Bronze

Best Event Invitation
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Bronze

Best Community Outreach Program (Benefiting the Community)
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Bronze

Best Pin or Button (by an event)
\$250,000 to \$749,999

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Bronze

Best New Fundraising Program (Benefiting the Festival/Event)
Combined Budget

Borderfest Association

Borderfest 2008 "Celebrating China," Proudly Presented by Kraft
Hidalgo, TX U.S.A.

Gold

Grand Pinnacle
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Gold

Best Full Length TV Program (national)
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Gold

Best Cover Design
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Gold

Best Event/Program within an Event to Benefit a Charity
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Gold

Best Community Outreach Program (Benefiting the Community)
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Silver

Best Miscellaneous Multimedia
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Silver

Best New Event (within an existing festival)
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Silver

Best Press/Media Kit
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Silver

Best Media Relations Campaign
Under \$1.5 Million

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Newspaper Insert/Supplement
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Bronze

Best Promotional Brochure (4 or more colors)
Under \$250,000

Borderfest Association

Hidalgo Festival of Lights
Hidalgo, TX U.S.A.

Gold

Best Sponsor
\$250,000 to \$749,999

Borderfest Association/Borderfest 2008 "Celebrating China,"

Proudly Presented by Kraft

Dodge Arena
Hidalgo, TX U.S.A.

Bronze

Best Vendor/Supplier
Combined Budget

Borderfest Association/Borderfest 2008 "Celebrating China,"

Proudly Presented by Kraft

Hernandez Entertainment
Hidalgo, TX U.S.A.

Silver

Best Promotional Brochure (4 or more colors)
\$750,000 to \$1.5 Million

Boryeong Mud Festival Committee

Boryeong Mud Festival
Boryeong City, Chungnam South Korea

Silver

Best Organizational Website
\$250,000 to \$749,999

Cedar Rapids Freedom Festival

Cedar Rapids, IA U.S.A.

Silver

Best Promotional Brochure (4 or more colors)
\$250,000 to \$749,999

Cedar Rapids Freedom Festival

Cedar Rapids, IA U.S.A.

Bronze

Best Street Banner
\$250,000 to \$749,999

Cedar Rapids Freedom Festival

Cedar Rapids, IA U.S.A.

Silver

Best Event Program (interior 4 or more colors)
Under \$250,000

Centennial Olympic Park

Wednesday WindDown
Atlanta, GA U.S.A.

Gold

Best Event/Organization Newsletter
Under \$250,000

Centennial Olympic Park

Atlanta, GA U.S.A.

Bronze

Best Event Invitation
Under \$250,000

Centennial Olympic Park

Atlanta, GA U.S.A.

Gold

Best Event/Organization E-Newsletter
\$250,000 to \$1.5 Million

Central Atlanta Progress, Inc.

Atlanta, GA U.S.A.

Gold

Best Event/Organization Newsletter
\$250,000 to \$749,999

Central Atlanta Progress, Inc.

Atlanta, GA U.S.A.

Gold

Best Miscellaneous Printed Materials (multiple page)
\$250,000 to \$749,999

Central Atlanta Progress, Inc.

Atlanta, GA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Miscellaneous Printed Materials (single page)

\$250,000 to \$749,999

Central Atlanta Progress, Inc.

Atlanta, GA U.S.A.

Gold

Best Commemorative Poster

Under \$250,000

Cherry Creek Arts Festival

Telluride Festival of the Arts

Denver, CO U.S.A.

Gold

Best Miscellaneous Multimedia

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Gold

Best Single Magazine Display Ad

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Gold

Best Sponsor Follow-up Report

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Silver

Best Event/Organization E-Newsletter

\$250,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Silver

Best Ad Series

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Silver

Best Press/Media Kit

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Silver-Tie

Best Commemorative Poster

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Bronze

Best Event Program (interior 4 or more colors)

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Bronze

Best Newspaper Insert/Supplement

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Bronze

Best Event Photograph

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Bronze

Best Miscellaneous Printed Materials (single page)

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

Bronze

Best Event Invitation

\$750,000 to \$1.5 Million

Cherry Creek Arts Festival

Denver, CO U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Press/Media Kit
Under \$250,000
City of Aurora
KidSpree
Aurora, CO U.S.A.

Gold
Best Event Website
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Gold
Best Miscellaneous Clothing
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Silver
Grand Pinnacle
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Silver
Best Street Banner
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Silver
Best New Fundraising Program (Benefiting the Festival/Event)
Combined Budget
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Silver
Best Children's Programming
Under \$250,000
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Silver
Best Public Safety/Security Plan for an Event
Combined Budget
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Bronze
Best Event/Organization Newsletter
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Bronze
Best Other Merchandise
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Bronze-Tie
Best T-Shirt Design
\$750,000 to \$1.5 Million
City of Dublin
Dublin Irish Festival
Dublin, OH U.S.A.

Gold
Best Organizational Website
\$750,000 to \$1.5 Million
City of Dublin
Dublin, OH U.S.A.

Gold
Best Commemorative Poster
\$750,000 to \$1.5 Million
City of Glendale - Office of Special Events
25th Annual Gibson Jazz & Blues Festival
Glendale, AZ U.S.A.

Gold
Best Press/Media Kit
\$750,000 to \$1.5 Million
City of Glendale - Office of Special Events
25th Annual Gibson Jazz & Blues Festival
Glendale, AZ U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver

Best Full Length TV Program (local)
\$750,000 to \$1.5 Million

City of Glendale - Office of Special Events

Glitter & Glow Block Party
Glendale, AZ U.S.A.

Gold

Best Other Merchandise
Under \$250,000

City of Greenville

Carolina First Saturday Market
Greenville, SC U.S.A.

Silver

Best Event Website
Under \$250,000

City of Greenville

Carolina First Saturday Market
Greenville, SC U.S.A.

Silver

Best Event/Organization E-Newsletter
Under \$250,000

City of Greenville

Carolina First Saturday Market
Greenville, SC U.S.A.

Gold

Best Company Image Pieces
Combined Budget

City of Greenville

Jazz and Blues Festival
Greenville, SC U.S.A.

Gold

Best Event Photograph
Under \$250,000

City of Greenville

Touch-a-Truck
Greenville, SC U.S.A.

Gold

Best Volunteer Program
Under \$250,000

City of Lancaster

Martin Luther King Jr. Day of Service
Lancaster, CA U.S.A.

Bronze

Best Sponsor
Under \$250,000

City of Oak Ridge/Secret City Festival

B&W Y-12
Oak Ridge, TN U.S.A.

Gold

Best Single Newspaper Display Ad
\$250,000 to \$749,999

City of Palmdale

Palmdale Fall Festival
Palmdale, CA U.S.A.

Silver

Best Ad Series
\$250,000 to \$749,999

City of Palmdale

Palmdale Fall Festival
Palmdale, CA U.S.A.

Bronze

Grand Pinnacle
\$250,000 to \$749,999

City of Palmdale

Palmdale Fall Festival
Palmdale, CA U.S.A.

Gold

Best Miscellaneous Printed Materials (multiple page)
Under \$250,000

City of Peoria

Peoria Sports Complex Spring Training
Peoria, AZ U.S.A.

Gold

Best Overall Sponsorship Program
Under \$250,000

City of Peoria

Peoria Sports Complex Spring Training
Peoria, AZ U.S.A.

Bronze

Best Cover Design
Under \$250,000

City of Peoria

Peoria Sports Complex Spring Training
Peoria, AZ U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Promotional Brochure (4 or more colors)
Under \$250,000
City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.

Gold
Best Single Magazine Display Ad
Under \$250,000
City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.

Gold
Best Miscellaneous Clothing
Under \$250,000
City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.

Silver
Best Event Invitation
Under \$250,000
City of Richardson
Cottonwood Art Festival
Richardson, TX U.S.A.

Gold
Best Event Program (interior 3 or less colors)
\$250,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Gold
Best Cover Design
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Gold
Best Other Merchandise
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Silver
Best TV Promotion (ad spot or PSA)
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Silver
Best Miscellaneous Multimedia
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Silver
Best Miscellaneous Printed Materials (multiple page)
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Bronze
Best Event/Organization E-Newsletter
\$250,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Bronze-Tie
Best Promotional Poster
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Bronze-Tie
Best T-Shirt Design
\$750,000 to \$1.5 Million
City of Richardson
Wildflower! Arts & Music Festival
Richardson, TX U.S.A.

Silver
Best New Event (within an existing festival)
\$250,000 to \$749,999
City of San Jose
Christmas in the Park
San Jose, CA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Single New Sponsorship Program
Under \$750,000

City of San Jose

Christmas in July
San Jose, CA U.S.A.

Silver

Best Event Photograph
\$250,000 to \$749,999

City of San Jose

Christmas in the Park
San Jose, CA U.S.A.

Silver

Best Single Display Ad
Combined Budget

City of San Jose

Downtown for the Holidays
San Jose, CA U.S.A.

Gold

Best Miscellaneous Printed Materials (single page)
Under \$250,000

City of San Jose

Lake Cunningham Regional Skate Park Grand Opening
San Jose, CA U.S.A.

Silver

Best Full Length TV Program (local)
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Silver

Best Overall Sponsorship Program
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Silver

Best Miscellaneous Clothing
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Bronze

Best Event/Organization E-Newsletter
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Bronze

Best Pin or Button (by an event)
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Bronze-Tie

Best Miscellaneous Multimedia
Under \$250,000

City of San Jose

San Jose Holiday Parade
San Jose, CA U.S.A.

Silver

Best Event/Program within an Event to Benefit a Charity
Under \$250,000

City of San Jose

San Jose Holiday Parade - "Tee" for Toys Golf Tournament
San Jose, CA U.S.A.

Gold

Best Sponsor
Under \$250,000

City of San Jose/San Jose Holiday Parade

California Waste Solutions/Mrs. Claus Breakfast Nook
San Jose, CA U.S.A.

Silver

Best T-Shirt Design
Under \$250,000

City of West Palm Beach

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

Gold

Best New Promotion
Under \$250,000

City of West Palm Beach

Chef Throwdown
West Palm Beach, FL U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Radio Promotion
\$250,000 to \$749,999
City of West Palm Beach
Clematis by Night
West Palm Beach, FL U.S.A.

Gold
Best Educational Program
Under \$250,000
City of West Palm Beach
Kaleidoscope
West Palm Beach, FL U.S.A.

Gold
Best New Event (within an existing festival)
Under \$250,000
City of West Palm Beach
Kaleidoscope
West Palm Beach, FL U.S.A.

Silver
Best Community Outreach Program (Benefiting the Community)
Under \$250,000
City of West Palm Beach
Kaleidoscope
West Palm Beach, FL U.S.A.

Gold
Best TV Promotion (ad spot or PSA)
\$750,000 to \$1.5 Million
Coconut Grove Arts & Historical Association
Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.

Gold
Best Street Banner
\$750,000 to \$1.5 Million
Coconut Grove Arts & Historical Association
Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.

Silver
Best Single Magazine Display Ad
\$750,000 to \$1.5 Million
Coconut Grove Arts & Historical Association
Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.

Silver
Best Event Invitation
\$750,000 to \$1.5 Million
Coconut Grove Arts & Historical Association
Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.

Bronze
Best Hat
\$750,000 to \$1.5 Million
Coconut Grove Arts & Historical Association
Coconut Grove Arts Festival
Coconut Grove, FL U.S.A.

Gold
Best Miscellaneous Printed Materials (single page)
\$250,000 to \$749,999
Daegaya Experience Festival Committee
Daegaya Experience Festival
Goryeong-Gun, Gyeong-buk South Korea

Gold
Best Street Banner
\$250,000 to \$749,999
Daegaya Experience Festival Committee
Daegaya Experience Festival
Goryeong-Gun, Gyeong-buk South Korea

Silver
Best Single Newspaper Display Ad
\$250,000 to \$749,999
Daegaya Experience Festival Committee
Daegaya Experience Festival
Goryeong-Gun, Gyeong-buk South Korea

Bronze
Best Promotional Poster
\$250,000 to \$749,999
Daegaya Experience Festival Committee
Daegaya Experience Festival
Goryeong-Gun, Gyeong-buk South Korea

Bronze-Tie
Best Promotional Brochure (4 or more colors)
\$250,000 to \$749,999
Daegaya Experience Festival Committee
Daegaya Experience Festival
Goryeong-Gun, Gyeong-buk South Korea

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Direct Mail Piece or Brochure
Under \$750,000

Daytona Beach Area CVB

Daytona Beach, FL U.S.A.

Gold

Best Pin or Button (by an event)
Under \$250,000

Decatur Arts Alliance, Inc.

The Decatur Arts Festival
Decatur, GA U.S.A.

Bronze

Best Newspaper Insert/Supplement
\$250,000 to \$749,999

Delray Beach Chamber of Commerce

Delray Affair

Delray Beach, FL U.S.A.

Gold

Best Miscellaneous Printed Materials (single page)
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best Sponsor Solicitation Package
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best Overall Sponsorship Program
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best Volunteer Program
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best Educational Program
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best New Promotion
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best T-Shirt Design
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Gold

Best Overall Merchandising Program
Under \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Silver

Best Environmental Program
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Silver

Best New Promotion
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

Silver

Best New Event (within an existing festival)
\$750,000 to \$1.5 Million

Des Moines Arts Festival

Des Moines, IA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best T-Shirt Design
\$750,000 to \$1.5 Million
Des Moines Arts Festival
Des Moines, IA U.S.A.

Silver
Best Other Merchandise
\$750,000 to \$1.5 Million
Des Moines Arts Festival
Des Moines, IA U.S.A.

Silver-Tie
Best Commemorative Poster
\$750,000 to \$1.5 Million
Des Moines Arts Festival
Des Moines, IA U.S.A.

Bronze
Best Miscellaneous Printed Materials (multiple page)
\$750,000 to \$1.5 Million
Des Moines Arts Festival
Des Moines, IA U.S.A.

Bronze
Best Single New Sponsorship Program
Over \$750,000
Des Moines Arts Festival
Des Moines, IA U.S.A.

Bronze
Best Children's Programming
\$750,000 to \$1.5 Million
Des Moines Arts Festival
Des Moines, IA U.S.A.

Gold
Best Event Invitation
\$750,000 to \$1.5 Million
Disney Destinations, LLC - Special Events Management
"Toy Story Mania" Grand Opening Invitation
Lake Buena Vista, FL U.S.A.

Gold
Best Commemorative Poster
Over \$1.5 Million
Disney Destinations, LLC - Special Events Management
EPCOT International Flower & Garden Festival
Lake Buena Vista, FL U.S.A.

Silver
Best Pin or Button (by an event)
Over \$1.5 Million
Disney Destinations, LLC - Special Events Management
Micky's Halloween Party
Lake Buena Vista, FL U.S.A.

Gold
Best Ad Series
\$750,000 to \$1.5 Million
Disney Destinations, LLC - Special Events Management
Star Wars Weekends
Lake Buena Vista, FL U.S.A.

Bronze
Best Street Banner
\$750,000 to \$1.5 Million
Disney Destinations, LLC - Special Events Management
Star Wars Weekends
Lake Buena Vista, FL U.S.A.

Bronze-Tie
Best Single Newspaper Display Ad
\$750,000 to \$1.5 Million
Disney Destinations, LLC - Special Events Management
Star Wars Weekends
Lake Buena Vista, FL U.S.A.

Gold
Best Event Program (interior 4 or more colors)
\$750,000 to \$1.5 Million
Disney Destinations, LLC - Special Events Management
Star Wars Weekends
Lake Buena Vista, FL U.S.A.

Silver
Best Single Newspaper Display Ad
Over \$1.5 Million
Divina Comedia Prod. Artisticas Ltda
Telefonica Trio Tons
Sao Paulo, SP Brazil

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver

Best Volunteer Program
Under \$250,000

Dooly County Chamber of Commerce

Big Pig Jig
Vienna, GA U.S.A.

Bronze

Best Educational Program
Under \$250,000

Dooly County Chamber of Commerce

Big Pig Jig
Vienna, GA U.S.A.

Bronze

Best Event/Program within an Event to Benefit a Charity
Under \$250,000

Dooly County Chamber of Commerce

Big Pig Jig
Vienna, GA U.S.A.

Gold

Best Sponsor Solicitation Package
Under \$250,000

Downtown Events Group

Wells Fargo World Food Festival
Des Moines, IA U.S.A.

Gold

Best Sponsor Follow-up Report
Under \$250,000

Downtown Events Group

Wells Fargo World Food Festival
Des Moines, IA U.S.A.

Bronze

Best Single Newspaper Display Ad
Under \$250,000

Downtown Events Group

Wells Fargo World Food Festival
Des Moines, IA U.S.A.

Bronze-Tie

Best Miscellaneous Printed Materials (single page)
Under \$250,000

Downtown Events Group

Wells Fargo World Food Festival
Des Moines, IA U.S.A.

Gold

Grand Pinnacle
\$750,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Silver

Best Sponsor Solicitation Video
Over \$750,000

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Silver

Best Miscellaneous Clothing
\$750,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Bronze

Best Single Magazine Display Ad
\$750,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Bronze

Best Ad Series
\$750,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Bronze

Best Company Image Pieces
Combined Budget

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

Bronze-Tie

Best Promotional Poster
\$750,000 to \$1.5 Million

Downtown Fort Worth Initiatives, Inc.

MAIN ST. Fort Worth Arts Festival
Fort Worth, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze-Tie

Best Single Newspaper Display Ad
\$750,000 to \$1.5 Million

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

Silver

Best Event Program (interior 4 or more colors)
\$250,000 to \$749,999

Downtown Tempe Community
2007 Fall Tempe Festival of the Arts
Tempe, AZ U.S.A.

Bronze

Best Miscellaneous Clothing
Under \$250,000

Downtown Tempe Community
APS Fantasy of Lights
Tempe, AZ U.S.A.

Gold

Best T-Shirt Design
Under \$250,000

Downtown Tempe Community
Tempe Festival of the Arts
Tempe, AZ U.S.A.

Silver

Best Newspaper Insert/Supplement
\$250,000 to \$749,999

Downtown Tempe Community
Tempe Festival of the Arts
Tempe, AZ U.S.A.

Silver-Tie

Best Promotional Poster
\$250,000 to \$749,999

Downtown Tempe Community
Tempe Festival of the Arts
Tempe, AZ U.S.A.

Bronze

Best Commemorative Poster
\$250,000 to \$749,999

Downtown Tempe Community
Tempe Festival of the Arts
Tempe, AZ U.S.A.

Silver

Best Promotional Poster
Under \$250,000

Downtown Tulsa Unlimited
PSO Christmas Parade of Lights
Tulsa, OK U.S.A.

Bronze

Best Press/Media Kit
Under \$250,000

Downtown Tulsa Unlimited
PSO Christmas Parade of Lights
Tulsa, OK U.S.A.

Bronze

Best Event Website
Under \$250,000

Downtown Tulsa Unlimited
Tulsa International Mayfest
Tulsa, OK U.S.A.

Bronze

Best Sponsor Follow-up Report
Under \$250,000

Downtown Tulsa Unlimited
Tulsa International Mayfest
Tulsa, OK U.S.A.

Gold

Best Sponsor Solicitation Video
Under \$750,000

Edmonton Heritage Festival Association
Edmonton Heritage Festival
Edmonton, AB Canada

Gold

Best Event Program (interior 4 or more colors)
\$250,000 to \$749,999

Edmonton Heritage Festival Association
Edmonton Heritage Festival
Edmonton, AB Canada

Silver

Best TV Promotion (ad spot or PSA)
\$250,000 to \$749,999

Edmonton Heritage Festival Association
Edmonton Heritage Festival
Edmonton, AB Canada

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver

Best Event/Organization Newsletter

\$250,000 to \$749,999

Edmonton Heritage Festival Association

Edmonton Heritage Festival

Edmonton, AB Canada

Bronze

Best Event Website

\$250,000 to \$749,999

Edmonton Heritage Festival Association

Edmonton Heritage Festival

Edmonton, AB Canada

Bronze

Best Organizational Website

\$250,000 to \$749,999

Edmonton Heritage Festival Association

Edmonton Heritage Festival

Edmonton, AB Canada

Bronze

Best Event/Program within an Event to Benefit a Charity

\$250,000 to \$749,999

Edmonton Heritage Festival Association

Edmonton Heritage Festival

Edmonton, AB Canada

Gold

Best Organizational Website

\$250,000 to \$749,999

Fayetteville Dogwood Festival

Fayetteville, NC U.S.A.

Silver

Best Press/Media Kit

\$250,000 to \$749,999

Fayetteville Dogwood Festival

Fayetteville, NC U.S.A.

Bronze

Best Radio Promotion

\$250,000 to \$749,999

Fayetteville Dogwood Festival

Fayetteville, NC U.S.A.

Bronze

Best Ad Series

\$250,000 to \$749,999

Fayetteville Dogwood Festival

Fayetteville, NC U.S.A.

Bronze

Best Sponsor Solicitation Package

\$250,000 to \$749,999

Fayetteville Dogwood Festival

Fayetteville, NC U.S.A.

Silver

Best Miscellaneous Clothing

Over \$1.5 Million

Fiesta San Antonio Commission

Fiesta San Antonio

San Antonio, TX U.S.A.

Bronze

Best Promotional Brochure (4 or more colors)

Over \$1.5 Million

Fiesta San Antonio Commission

Fiesta San Antonio

San Antonio, TX U.S.A.

Bronze

Best Commemorative Poster

Over \$1.5 Million

Fiesta San Antonio Commission

Fiesta San Antonio

San Antonio, TX U.S.A.

Bronze

Best Press/Media Kit

Over \$1.5 Million

Fiesta San Antonio Commission

Fiesta San Antonio

San Antonio, TX U.S.A.

Bronze-Tie

Best Other Merchandise

Over \$1.5 Million

Fiesta San Antonio Commission

Fiesta San Antonio

San Antonio, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best TV Promotion (ad spot or PSA)
Under \$250,000

Fond du Lac Festivals, Inc.

Taste of Fond du Lac
Fond du Lac, WI U.S.A.

Silver

Best Miscellaneous Printed Materials (single page)
Over \$1.5 Million

Forma Editora Ltda.

Brazil Promotion
Sao Paulo, SP Brazil

Bronze

Best Promotional Poster
Under \$250,000

Fourth Avenue Merchants Association

Fourth Avenue Spring Street Fair
Tucson, AZ U.S.A.

Gold

Best Pin or Button (by an event)
\$750,000 to \$1.5 Million

French Quarter Festivals, Inc.

French Quarter Festival
New Orleans, LA U.S.A.

Silver

Best Company Image Pieces
Combined Budget

French Quarter Festivals, Inc.

French Quarter Festival
New Orleans, LA U.S.A.

Bronze

Best Commemorative Poster
\$750,000 to \$1.5 Million

French Quarter Festivals, Inc.

French Quarter Festival
New Orleans, LA U.S.A.

Bronze

Best Direct Mail Piece or Brochure
Over \$750,000

French Quarter Festivals, Inc.

French Quarter Festival
New Orleans, LA U.S.A.

Gold

Best Event Program (interior 3 or less colors)
Under \$250,000

Friends of Art of Milwaukee Art Museum

Bal du Lac
Milwaukee, WI U.S.A.

Bronze-Tie

Best Miscellaneous Printed Materials (multiple page)
Under \$250,000

Friends of Art of Milwaukee Art Museum

Friends of Art 50th Anniversary Celebration
Milwaukee, WI U.S.A.

Silver

Best Event Program (interior 3 or less colors)
Under \$250,000

Friends of Art of Milwaukee Art Museum

Grape Lakes Food & Wine Festival
Milwaukee, WI U.S.A.

Gold

Best Miscellaneous Multimedia
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum

Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Gold

Best Cover Design
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum

Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Gold

Best Hat
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum

Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Gold

Best Other Merchandise
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum

Lakefront Festival of Arts
Milwaukee, WI U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best Miscellaneous Clothing
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum
Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Bronze

Best Other Merchandise
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum
Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Bronze

Best Miscellaneous Clothing
\$250,000 to \$749,999

Friends of Art of Milwaukee Art Museum
Lakefront Festival of Arts
Milwaukee, WI U.S.A.

Gold

Best Single Newspaper Display Ad
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Gold

Best Single Magazine Display Ad
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Silver

Best Event/Program within an Event to Benefit a Charity
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Bronze

Best Event Website
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Bronze

Best Single Newspaper Display Ad
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Bronze

Best T-Shirt Design
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Bronze

Best Miscellaneous Clothing
Over \$1.5 Million

Friends of the Festival
Riverbend Festival
Chattanooga, TN U.S.A.

Silver

Best Promotional Brochure (4 or more colors)
Under \$250,000

Galveston Historical Foundation
Dickens on The Strand
Galveston, TX U.S.A.

Gold

Best Newspaper Insert/Supplement
Under \$250,000

Galveston Historical Foundation
Galveston Historic Homes Tour
Galveston, TX U.S.A.

Silver

Best Single Newspaper Display Ad
Under \$250,000

Galveston Historical Foundation
Galveston Historic Homes Tour
Galveston, TX U.S.A.

Bronze

Best Other Merchandise
Under \$250,000

Galveston Historical Foundation
Galveston Historic Homes Tour
Galveston, TX U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze-Tie

Best Event Program (interior 4 or more colors)
Under \$250,000

Galveston Historical Foundation

Galveston Historic Homes Tour
Galveston, TX U.S.A.

Gold

Best Single Display Ad
Combined Budget

Galveston Historical Foundation

Galveston, TX U.S.A.

Gold

Best Direct Mail Piece or Brochure
Under \$750,000

Galveston Historical Foundation

Galveston, TX U.S.A.

Gold

Best Full Length TV Program (local)
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg Fantasy of Lights Christmas Parade
Gatlinburg, TN U.S.A.

Silver

Best Event Video (for sale)
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg Fantasy of Lights Christmas Parade
Gatlinburg, TN U.S.A.

Bronze

Grand Pinnacle
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg Fantasy of Lights Christmas Parade
Gatlinburg, TN U.S.A.

Gold

Best Event Video (for sale)
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg Fourth of July Midnight Parade
Gatlinburg, TN U.S.A.

Bronze

Best Full Length TV Program (local)
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg Fourth of July Midnight Parade
Gatlinburg, TN U.S.A.

Bronze

Best Overall Merchandising Program
Under \$1.5 Million

Gatlinburg Department of Tourism - Special Events Office

Made in Gatlinburg Store
Gatlinburg, TN U.S.A.

Gold

Best Event Website
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg, TN U.S.A.

Silver

Best Organizational Website
Under \$250,000

Gatlinburg Department of Tourism - Special Events Office

Gatlinburg, TN U.S.A.

Gold

Best Full Length TV Program (national)
\$750,000 to \$1.5 Million

Gemeente Den Haag/The Hague Festivals

The Hague, The Netherlands

Gold

Best Newspaper Insert/Supplement
\$750,000 to \$1.5 Million

Gemeente Den Haag/The Hague Festivals

The Hague, The Netherlands

Silver

Best Event Website
\$750,000 to \$1.5 Million

Gemeente Den Haag/The Hague Festivals

The Hague, The Netherlands

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Single Newspaper Display Ad
\$750,000 to \$1.5 Million
Gemeente Den Haag/The Hague Festivals
The Hague, The Netherlands

Silver
Best Event Photograph
\$750,000 to \$1.5 Million
Gemeente Den Haag/The Hague Festivals
The Hague, The Netherlands

Bronze
Best TV Promotion (ad spot or PSA)
\$750,000 to \$1.5 Million
Gemeente Den Haag/The Hague Festivals
The Hague, The Netherlands

Bronze
Best Full Length TV Program (local)
\$750,000 to \$1.5 Million
Gemeente Den Haag/The Hague Festivals
The Hague, The Netherlands

Gold
Best Pin or Button (by an event)
\$250,000 to \$749,999
Greater Anchorage, Inc.
Anchorage Fur Rendezvous
Anchorage, AK U.S.A.

Gold
Best New Promotion
Over \$1.5 Million
Greeley Stampede
Greeley, CO U.S.A.

Silver
Best Vendor/Supplier
Combined Budget
International Dogwood Festival
Hannah Express
Winchester, TN U.S.A.

Silver
Best Sponsor
Under \$250,000
International Dogwood Festival
Winchester Utilities
Winchester, TN U.S.A.

Gold
Best Promotional Brochure (3 or less colors)
Combined Budget
International Dogwood Festival
Winchester, TN U.S.A.

Gold
Best Hat
Under \$250,000
International Dogwood Festival
Winchester, TN U.S.A.

Silver
Best Radio Promotion
Under \$250,000
International Dogwood Festival
Winchester, TN U.S.A.

Silver
Most Creative/Effective News Stunt
Under \$1.5 Million
International Dogwood Festival
Winchester, TN U.S.A.

Bronze
Best Media Relations Campaign
Under \$1.5 Million
International Dogwood Festival
Winchester, TN U.S.A.

Silver
Best T-Shirt Design
\$250,000 to \$749,999
Issaquah Chamber of Commerce
Issaquah Salmon Days Festival
Issaquah, WA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Pin or Button (by an event)
\$250,000 to \$749,999
Issaquah Chamber of Commerce
Issaquah Salmon Days Festival
Issaquah, WA U.S.A.

Silver
Best Hat
\$250,000 to \$749,999
Issaquah Chamber of Commerce
Issaquah Salmon Days Festival
Issaquah, WA U.S.A.

Gold
Best Vendor/Supplier
Combined Budget
Kentucky Derby Festival
Rumpke
Louisville, KY U.S.A.

Gold-Tie
Best Sponsor
Over \$1.5 Million
Kentucky Derby Festival
UPS
Louisville, KY U.S.A.

Gold
Best Sponsor Solicitation Video
Over \$750,000
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Event Program (interior 3 or less colors)
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best New Fundraising Program (Benefiting the Festival/Event)
Combined Budget
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Single New Sponsorship Program
Over \$750,000
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Environmental Program
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Event/Program within an Event to Benefit a Charity
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Children's Programming
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Press/Media Kit
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Most Creative/Effective News Stunt
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Media Relations Campaign
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Overall Merchandising Program
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle
Award Win
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best Ad Series
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best Event Invitation
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best Sponsor Solicitation Package
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best Overall Sponsorship Program
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best New Promotion
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Silver
Best New Event (within an existing festival)
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Full Length TV Program (local)
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Radio Promotion
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Miscellaneous Multimedia
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Event/Organization Newsletter
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Single Magazine Display Ad
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Event Invitation
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze
Best Community Outreach Program (Benefiting the Community)
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Public Safety/Security Plan for an Event
Combined Budget
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze
Best Hat
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze-Tie
Best Sponsor Follow-up Report
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Bronze-Tie
Best Other Merchandise
Over \$1.5 Million
Kentucky Derby Festival
Louisville, KY U.S.A.

Gold
Best Promotional Brochure (4 or more colors)
\$250,000 to \$749,999
Local Boys Do Good
Southern Exposure
Greenville, SC U.S.A.

Gold
Best Promotional Brochure (4 or more colors)
Over \$1.5 Million
Ludwig Van Beethoven Association
Ludwig Van Beethoven Easter Festival
Warsaw, Poland

Silver
Best Event Program (interior 4 or more colors)
Over \$1.5 Million
Ludwig Van Beethoven Association
Ludwig Van Beethoven Easter Festival
Warsaw, Poland

Silver-Tie
Best Promotional Poster
Over \$1.5 Million
Ludwig Van Beethoven Association
Ludwig Van Beethoven Easter Festival
Warsaw, Poland

Bronze
Most Creative/Effective News Stunt
Over \$1.5 Million
Ludwig Van Beethoven Association
Ludwig Van Beethoven Easter Festival
Warsaw, Poland

Bronze-Tie
Best Cover Design
Over \$1.5 Million
Ludwig Van Beethoven Association
Ludwig Van Beethoven Easter Festival
Warsaw, Poland

Gold
Best Sponsor
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Dairyland
Macon, GA U.S.A.

Gold
Best Event Photograph
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Gold
Best Environmental Program
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Community Outreach Program (Benefiting the Community)
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Gold
Best New Event (within an existing festival)
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Gold
Most Creative/Effective News Stunt
Under \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Gold
Best Media Relations Campaign
Under \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Gold
Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle
Award Win
Under \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Silver
Best Educational Program
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Silver
Best Event/Program within an Event to Benefit a Charity
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Silver
Best Children's Programming
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Grand Pinnacle
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Best Volunteer Program
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Best New Promotion
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Best Press/Media Kit
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Best Pin or Button (by an event)
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

Bronze
Best Miscellaneous Clothing
\$750,000 to \$1.5 Million
Macon Georgia's International Cherry Blossom Festival
Macon, GA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Hat
\$750,000 to \$1.5 Million
Mayfest, Inc.
Mayfest
Fort Worth, TX U.S.A.

Bronze
Best Promotional Brochure (4 or more colors)
\$750,000 to \$1.5 Million
Mayfest, Inc.
Mayfest
Fort Worth, TX U.S.A.

Gold
Best Newspaper Insert/Supplement
Over \$1.5 Million
Melbourne Food & Wine
Melbourne Food and Wine Festival
South Yarra, Victoria Australia

Silver
Best Event Photograph
Over \$1.5 Million
Melbourne Food & Wine
Melbourne Food and Wine Festival
South Yarra, Victoria Australia

Bronze
Best New Event (within an existing festival)
Over \$1.5 Million
Melbourne Food & Wine
Melbourne Food and Wine Festival
South Yarra, Victoria Australia

Bronze-Tie
Best Cover Design
Over \$1.5 Million
Melbourne Food & Wine
Melbourne Food and Wine Festival
South Yarra, Victoria Australia

Bronze
Grand Pinnacle
Over \$1.5 Million
Memphis in May International Festival
Honors Turkey
Memphis, TN U.S.A.

Silver
Best Cover Design
Under \$250,000
Memphis in May International Festival
AutoZone Sunset Symphony
Memphis, TN U.S.A.

Gold
Best Promotional Poster
Over \$1.5 Million
Memphis in May International Festival
Beale Street Music Festival
Memphis, TN U.S.A.

Silver
Best Event Program (interior 3 or less colors)
Over \$1.5 Million
Memphis in May International Festival
Beale Street Music Festival
Memphis, TN U.S.A.

Silver
Best Hat
Over \$1.5 Million
Memphis in May International Festival
Beale Street Music Festival
Memphis, TN U.S.A.

Bronze
Best Newspaper Insert/Supplement
Over \$1.5 Million
Memphis in May International Festival
Beale Street Music Festival
Memphis, TN U.S.A.

Silver
Best Miscellaneous Printed Materials (multiple page)
Over \$1.5 Million
Memphis in May International Festival
Memphis in May International Festival
Memphis, TN U.S.A.

Bronze
Best Miscellaneous Printed Materials (single page)
Over \$1.5 Million
Memphis in May International Festival
Memphis in May International Festival
Memphis, TN U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best Children's Programming
Under \$250,000

Memphis in May International Festival

Memphis in May International Festival - Education
Memphis, TN U.S.A.

Silver

Best Educational Program
Under \$250,000

Memphis in May International Festival

Memphis in May International Festival - Education
Memphis, TN U.S.A.

Silver

Best Promotional Poster
\$750,000 to \$1.5 Million

Memphis in May International Festival

World Champion Barbecue Cooking Contest
Memphis, TN U.S.A.

Silver

Best Pin or Button (by an event)
\$750,000 to \$1.5 Million

Memphis in May International Festival

World Champion Barbecue Cooking Contest
Memphis, TN U.S.A.

Bronze

Best Cover Design
\$750,000 to \$1.5 Million

Memphis in May International Festival

World Champion Barbecue Cooking Contest
Memphis, TN U.S.A.

Silver

Best Full Length TV Program (national)
\$750,000 to \$1.5 Million

Memphis in May International Festival

World Championship Barbecue Cooking Contest
Memphis, TN U.S.A.

Gold

Best Volunteer Program
Over \$1.5 Million

Memphis in May International Festival

Memphis, TN U.S.A.

Gold

Best Ad Series
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Gold

Best Community Outreach Program (Benefiting the Community)
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Gold

Best New Promotion
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Gold

Best T-Shirt Design
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Silver

Best Other Merchandise
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Silver

Best Miscellaneous Clothing
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Bronze

Best Full Length TV Program (national)
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best New Event (within an existing festival)
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Bronze

Best Children's Programming
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Bronze

Best T-Shirt Design
\$250,000 to \$749,999

Milwaukee Irish Festivals, Inc.

Milwaukee Irish Fest
Milwaukee, WI U.S.A.

Gold

Best Event Website
Over \$1.5 Million

Milwaukee World Festival, Inc.

Summerfest
Milwaukee, WI U.S.A.

Gold

Best New Product or Service
Combined Budget

Milwaukee World Festival, Inc.

Summerfest
Milwaukee, WI U.S.A.

Silver

Best Single Magazine Display Ad
Over \$1.5 Million

Milwaukee World Festival, Inc.

Summerfest
Milwaukee, WI U.S.A.

Silver

Best Newspaper Insert/Supplement
Under \$250,000

MULTICULTURALFEST

2007 Wal*Mart Posada & Snow Fantasy
Houston, TX U.S.A.

Silver

Best Event Photograph
Under \$250,000

MULTICULTURALFEST

2007 Wal*Mart Posada & Snow Fantasy
Houston, TX U.S.A.

Bronze

Best Sponsor Solicitation Video
Under \$750,000

MULTICULTURALFEST

2007 Wal*Mart Posada & Snow Fantasy
Houston, TX U.S.A.

Bronze

Best Event Video (for sale)
Over \$1.5 Million

Music for All

2007 Grand Nationals
Indianapolis, IN U.S.A.

Gold

Best Cover Design
Over \$1.5 Million

Music for All

Music for All National Festival
Indianapolis, IN U.S.A.

Gold-Tie

Best Sponsor
Over \$1.5 Million

Music for All

Yamaha
Indianapolis, IN U.S.A.

Silver

Best Event/Organization E-Newsletter
Over \$1.5 Million

Music for All

Indianapolis, IN U.S.A.

Silver

Best Event/Organization Newsletter
Over \$1.5 Million

Music for All

Indianapolis, IN U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Sponsor Solicitation Package
Over \$1.5 Million

Music for All

Indianapolis, IN U.S.A.

Gold

Best Promotional Poster
\$750,000 to \$1.5 Million

Narodni Dom Maribor

Festival Lent
Maribor, SI Slovenia

Silver

Best Event Program (interior 4 or more colors)
\$750,000 to \$1.5 Million

Narodni Dom Maribor

Festival Lent
Maribor, SI Slovenia

Silver

Best Miscellaneous Printed Materials (single page)
\$750,000 to \$1.5 Million

Narodni Dom Maribor

Festival Lent
Maribor, SI Slovenia

Gold

Best Full Length TV Program (national)
Over \$1.5 Million

National Capital Commission

Canada Day 2008
Ottawa, ON Canada

Gold

Best Full Length TV Program (local)
Over \$1.5 Million

National Capital Commission

Winterlude
Ottawa, ON Canada

Silver

Best Miscellaneous Multimedia
Over \$1.5 Million

National Capital Commission

Winterlude
Ottawa, ON Canada

Gold

Best Event Photograph
Over \$1.5 Million

National Capital Commission

Ottawa, ON Canada

Gold

Best Street Banner
Under \$250,000

National Capital Commission

Ottawa, ON Canada

Gold

Best Full Length TV Program (national)
\$250,000 to \$749,999

Neiman Marcus Adolphus Children's Parade

Dallas, TX U.S.A.

Gold

Best Promotional Poster
\$250,000 to \$749,999

Neiman Marcus Adolphus Children's Parade

Dallas, TX U.S.A.

Gold

Best Event/Program within an Event to Benefit a Charity
\$250,000 to \$749,999

Norfolk Festevents, Ltd.

19th Annual Bayou Boogaloo & Cajun Food Festival
Norfolk, VA U.S.A.

Silver

Best Single Magazine Display Ad
Under \$250,000

Norfolk Festevents, Ltd.

2nd Annual Spring Wine Festival
Norfolk, VA U.S.A.

Gold

Best Radio Promotion
\$750,000 to \$1.5 Million

Norfolk Festevents, Ltd.

32nd Annual Norfolk Harborfest
Norfolk, VA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Radio Promotion
\$750,000 to \$1.5 Million

Norfolk Festevents, Ltd.

32nd Annual Norfolk Harborfest
Norfolk, VA U.S.A.

Bronze

Best Event Program (interior 3 or less colors)
\$250,000 to \$1.5 Million

Norfolk Festevents, Ltd.

32nd Annual Norfolk Harborfest
Norfolk, VA U.S.A.

Gold

Grand Pinnacle
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Gold

Best Radio Promotion
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Gold

Best Miscellaneous Multimedia
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Gold

Best T-Shirt Design
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best Event Website
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best Sponsor Follow-up Report
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best Volunteer Program
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best Media Relations Campaign
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best T-Shirt Design
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Silver

Best Overall Merchandising Program
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Bronze

Best Ad Series
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

Bronze

Best Environmental Program
Over \$1.5 Million

One Reel

Bumbershoot
Seattle, WA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Full Length TV Program (local)
\$250,000 to \$749,999
Organizing Committee of Hohhot Zhaojun Art Festival
China Hohhot Zhaojun Art Festival
Yichang, Hubei China

Silver
Best Commemorative Poster
Over \$1.5 Million
Ottawa Bluesfest
Cisco Ottawa Bluesfest
Ottawa, ON Canada

Bronze
Best Organizational Website
Under \$250,000
Oxford CVB
Double Decker Festival
Oxford, MS U.S.A.

Gold
Best Radio Promotion
Under \$250,000
Pacific National Exhibition
Playland
Vancouver, BC Canada

Silver
Best Pin or Button (by an event)
Under \$250,000
Pacific National Exhibition
Playland
Vancouver, BC Canada

Bronze
Best Event/Organization Newsletter
Under \$250,000
Palm Beach County Public Affairs
Palm Beach County Day 2008
West Palm Beach, FL U.S.A.

Silver
Best Cover Design
Over \$1.5 Million
Pasadena Tournament of Roses
2008 Rose Parade
Pasadena, CA U.S.A.

Silver
Best Promotional Brochure (3 or less colors)
Combined Budget
Ottawa Bluesfest
Cisco Ottawa Bluesfest
Ottawa, ON Canada

Bronze
Best Promotional Poster
Over \$1.5 Million
Ottawa Bluesfest
Cisco Ottawa Bluesfest
Ottawa, ON Canada

Bronze-Tie
Best Event Program (interior 4 or more colors)
Under \$250,000
Oxford's Town BBQ Throwdown
Oxford, MS U.S.A.

Silver
Best Ad Series
Under \$250,000
Pacific National Exhibition
Playland
Vancouver, BC Canada

Bronze
Best Radio Promotion
Under \$250,000
Pacific National Exhibition
Playland
Vancouver, BC Canada

Gold
Best Event/Organization Newsletter
Over \$1.5 Million
Pasadena Tournament of Roses
2008 Rose Parade
Pasadena, CA U.S.A.

Silver
Best Press/Media Kit
Over \$1.5 Million
Pasadena Tournament of Roses
2008 Rose Parade
Pasadena, CA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver-Tie

Best Promotional Poster
Over \$1.5 Million

Pasadena Tournament of Roses

2008 Rose Parade
Pasadena, CA U.S.A.

Bronze

Best Event Program (interior 4 or more colors)
Over \$1.5 Million

Pasadena Tournament of Roses

2008 Rose Parade
Pasadena, CA U.S.A.

Bronze-Tie

Best Pin or Button (by an event)
Over \$1.5 Million

Pasadena Tournament of Roses

2008 Rose Parade
Pasadena, CA U.S.A.

Bronze

Best New Event (within an existing festival)
Under \$250,000

Pigeon Forge Office of Special Events

8th Annual Star Jam at Patriot Festival
Pigeon Forge, TN U.S.A.

Silver

Best Other Merchandise
Under \$250,000

Pigeon Forge Office of Special Events

A Mountain Quiltfest
Pigeon Forge, TN U.S.A.

Bronze

Best Single Magazine Display Ad
Under \$250,000

Pigeon Forge Office of Special Events

A Mountain Quiltfest
Pigeon Forge, TN U.S.A.

Bronze

Best Street Banner
Under \$250,000

Pigeon Forge Office of Special Events

AppalachiaFest
Pigeon Forge, TN U.S.A.

Bronze

Best Community Outreach Program (Benefiting the Community)
Under \$250,000

Pigeon Forge Office of Special Events

Patriot Festival and the 8th Annual Star Jam
Pigeon Forge, TN U.S.A.

Bronze

Best Children's Programming
Under \$250,000

Pigeon Forge Office of Special Events

Smokey Mountains Storytelling Festival
Pigeon Forge, TN U.S.A.

Gold

Best Environmental Program
Under \$250,000

Pigeon Forge Office of Special Events

Wilderness Wildlife Week
Pigeon Forge, TN U.S.A.

Silver

Best Hat
Under \$250,000

Pigeon Forge Office of Special Events

Wilderness Wildlife Week
Pigeon Forge, TN U.S.A.

Silver

Best Promotional Brochure (4 or more colors)
Over \$1.5 Million

Pigeon Forge Office of Special Events

Winterfest
Pigeon Forge, TN U.S.A.

Silver

Best Direct Mail Piece or Brochure
Over \$750,000

Pigeon Forge Office of Special Events

Winterfest
Pigeon Forge, TN U.S.A.

Bronze

Best Sponsor
Over \$1.5 Million

Portland Rose Festival Association

Key Bank
Portland, OR U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Full Length TV Program (local)
Over \$1.5 Million
Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.

Silver
Best Organizational Website
Over \$1.5 Million
Portland Rose Festival Association
Portland Rose Festival
Portland, OR U.S.A.

Gold
Best Event/Organization E-Newsletter
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Miscellaneous Printed Materials (single page)
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Sponsor Solicitation Package
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Overall Sponsorship Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Educational Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Community Outreach Program (Benefiting the Community)
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best New Event (within an existing festival)
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Other Merchandise
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Miscellaneous Clothing
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

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

Silver
Best Single New Sponsorship Program
Over \$750,000
Portland Rose Festival Association
Portland, OR U.S.A.

Silver
Best Environmental Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Educational Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Silver
Most Creative/Effective News Stunt
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Silver
Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle
Award Win
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze
Best Event Photograph
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze
Best Educational Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze
Best New Promotion
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze
Best Children's Programming
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze
Best Overall Merchandising Program
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Bronze-Tie
Best Sponsor Follow-up Report
Over \$1.5 Million
Portland Rose Festival Association
Portland, OR U.S.A.

Gold
Best Event Video (for sale)
Over \$1.5 Million
Pro Football Hall of Fame Enshrinement Festival
Canton, OH U.S.A.

Bronze
Best Full Length TV Program (national)
Over \$1.5 Million
Pro Football Hall of Fame Enshrinement Festival
Canton, OH U.S.A.

Silver
Best Sponsor Follow-up Report
Under \$250,000
Punch Event Marketing
Allstate Festival of Balloons in Tigard
Portland, OR U.S.A.

Gold
Best Single Newspaper Display Ad
Under \$250,000
Punch Event Marketing
Portland Highland Games
Portland, OR U.S.A.

Gold
Best Miscellaneous Printed Materials (multiple page)
Over \$1.5 Million
Rotterdam Festivals
Rotterdam 2007, City of Architecture
Rotterdam, Netherlands

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Bronze

Best Educational Program
\$750,000 to \$1.5 Million

Rotterdam Festivals

Rotterdam 2007, City of Architecture
Rotterdam, Netherlands

Silver

Best Newspaper Insert/Supplement
\$750,000 to \$1.5 Million

Rotterdam Festivals

Rotterdamse Zomerfestivals
Rotterdam, Netherlands

Silver

Best Commemorative Poster
\$250,000 to \$749,999

San Antonio Conservation Society

A Night in Old San Antonio ® /NIOA®
San Antonio, TX U.S.A.

Silver

Best Radio Promotion
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Silver

Best Event Program (interior 3 or less colors)
\$250,000 to \$1.5 Million

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Silver

Best Single Magazine Display Ad
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Silver

Best Sponsor Solicitation Package
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Silver

Best Children's Programming
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Bronze

Best Promotional Brochure (3 or less colors)
Combined Budget

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Bronze

Best Sponsor Follow-up Report
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Bronze

Best Hat
\$250,000 to \$749,999

San Jacinto Day Foundation

Pasadena Strawberry Festival
Pasadena, TX U.S.A.

Silver

Best Direct Mail Piece or Brochure
Under \$750,000

Savannah Waterfront Association

Savannah, GA U.S.A.

Bronze

Best Sponsor
\$250,000 to \$749,999

Savannah Waterfront Association/River Street Festival Series

Verizon Wireless
Savannah, GA U.S.A.

Silver

Best Event Management Certificate Program
Combined Budget

School of Tourism & Hospitality Management

Event Leadership Certificate Program
Philadelphia, PA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver

Best Street Banner
Under \$250,000

Seattle Cherry Blossom & Japanese Cultural Festival Committee

Seattle Cherry Blossom & Japanese Cultural Festival
Seattle, WA U.S.A.

Gold

Best Children's Programming
\$750,000 to \$1.5 Million

Sentosa Development Corporation

Palawan Beach Boogie
Sentosa, Singapore

Gold

Best Event Website
\$250,000 to \$749,999

Sentosa Development Corporation

Sentosa Flowers 2008
Sentosa, Singapore

Gold

Best Newspaper Insert/Supplement
\$250,000 to \$749,999

Sentosa Development Corporation

Sentosa Flowers 2008
Sentosa, Singapore

Silver

Best Event Website
\$250,000 to \$749,999

Sentosa Development Corporation

Siloso Beach Party 2008
Sentosa, Singapore

Silver

Best Miscellaneous Printed Materials (multiple page)
Under \$250,000

Sentosa Development Corporation

Sentosa, Singapore

Bronze

Best Miscellaneous Multimedia
\$750,000 to \$1.5 Million

Sentosa Development Corporation

Sentosa, Singapore

Bronze

Best New Event (within an existing festival)
\$750,000 to \$1.5 Million

Sentosa Leisure Management Pte., Ltd.

Fort Flavours
Sentosa, Singapore

Gold

Best Organizational Website
Under \$250,000

Sevierville Chamber of Commerce

Bloomin' BBQ & Bluegrass
Sevierville, TN U.S.A.

Bronze-Tie

Best Miscellaneous Printed Materials (multiple page)
Under \$250,000

Sevierville Chamber of Commerce

Bloomin' BBQ & Bluegrass
Sevierville, TN U.S.A.

Bronze

Best Event Program (interior 3 or less colors)
Under \$250,000

Sevierville Chamber of Commerce

Sevierville Chamber of Commerce 43rd Annual Banquet Presents
the Sevierville Events Center Grand Opening
Sevierville, TN U.S.A.

Gold

Best Event/Organization E-Newsletter
Under \$250,000

Sevierville Chamber of Commerce

Sevierville, TN U.S.A.

Gold

Best Ad Series
Under \$250,000

Sevierville Chamber of Commerce

Sevierville, TN U.S.A.

Silver

Best Environmental Program
Under \$250,000

SHOWS ETC.

Meridian Dairy Days
Boise, ID U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold
Best Ad Series
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Gold
Best Street Banner
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Silver
Grand Pinnacle
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Silver
Best TV Promotion (ad spot or PSA)
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Silver
Best Street Banner
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Bronze-Tie
Best Street Banner
Over \$1.5 Million
Singapore Garden Festival
Singapore, Singapore

Silver
Best Commemorative Poster
Under \$250,000
Skagit Valley Tulip Festival
Mount Vernon, WA U.S.A.

Bronze
Best TV Promotion (ad spot or PSA)
Under \$250,000
Skagit Valley Tulip Festival
Mount Vernon, WA U.S.A.

Bronze
Best T-Shirt Design
Under \$250,000
Skagit Valley Tulip Festival
Mount Vernon, WA U.S.A.

Gold
Best Event Program (interior 4 or more colors)
Under \$250,000
South Riding Proprietary
Celebrate South Riding
South Riding, VA U.S.A.

Silver
Best Event/Organization Newsletter
Under \$250,000
South Riding Proprietary
Celebrate South Riding
South Riding, VA U.S.A.

Gold
Best TV Promotion (ad spot or PSA)
\$250,000 to \$749,999
Spirit of Springfield
Bright Nights at Forest Park
Springfield, MA U.S.A.

Gold
Best Event Invitation
Under \$250,000
Spirit of Springfield
Bright Nights at Forest Park
Springfield, MA U.S.A.

Bronze
Best Commemorative Poster
Under \$250,000
Springut Group, Inc.
Park Avenue Summer Art Festival
Rochester, NY U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best Single Magazine Display Ad
\$250,000 to \$749,999

St. Luke's Women's Fitness Celebration
5K Run, Walk, Stroll and Women's Show
Boise, ID U.S.A.

Bronze-Tie

Best Promotional Brochure (4 or more colors)
\$250,000 to \$749,999

St. Luke's Women's Fitness Celebration
5K Run, Walk, Stroll and Women's Show
Boise, ID U.S.A.

Gold

Best Event/Program within an Event to Benefit a Charity
\$750,000 to \$1.5 Million

St. Mary's University Alumni Association
Fiesta Oyster Bake
San Antonio, TX U.S.A.

Gold

Best Public Safety/Security Plan for an Event
Combined Budget

St. Mary's University Alumni Association
Fiesta Oyster Bake
San Antonio, TX U.S.A.

Silver

Best Event/Organization Newsletter
\$750,000 to \$1.5 Million

St. Mary's University Alumni Association
Fiesta Oyster Bake
San Antonio, TX U.S.A.

Gold

Best Direct Mail Piece or Brochure
Over \$750,000

Temecula Valley Balloon & Wine Festival
Temecula, CA U.S.A.

Gold

Best Event Management Certificate Program
Combined Budget

Texas AgriLive Extension, Texas A&M University
Texas Event Leadership Program
College Station, TX U.S.A.

Gold

Best Single Newspaper Display Ad
\$750,000 to \$1.5 Million

The Gettysburg Festival, Inc.
The Gettysburg Festival - Celebrating America
Gettysburg, PA U.S.A.

Gold

Best Miscellaneous Printed Materials (multiple page)
\$750,000 to \$1.5 Million

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

Gold

Best Hat
\$750,000 to \$1.5 Million

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

Silver

Best Event Invitation
\$250,000 to \$749,999

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

Silver

Best Sponsor Follow-up Report
\$750,000 to \$1.5 Million

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

Silver

Best Volunteer Program
\$750,000 to \$1.5 Million

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

Bronze

Best Sponsor Solicitation Package
\$750,000 to \$1.5 Million

The Parade Company
America's Thanksgiving Parade
Detroit, MI U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Gold

Best Event Invitation
\$250,000 to \$749,999
The Parade Company
Target Fireworks
Detroit, MI U.S.A.

Gold

Best Promotional Brochure (4 or more colors)
\$750,000 to \$1.5 Million
The Parade Company
Detroit, MI U.S.A.

Bronze

Best Event Website
\$750,000 to \$1.5 Million
The Parade Company
Detroit, MI U.S.A.

Bronze

Best Single Display Ad
Combined Budget
The Parade Company
Detroit, MI U.S.A.

Silver

Best Sponsor
\$250,000 to \$749,999
The Parade Company/Target Fireworks
Target
Detroit, MI U.S.A.

Gold

Best TV Promotion (ad spot or PSA)
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Gold

Best Organizational Website
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Gold

Best Pin or Button (by an event)
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Gold

Best Hat
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Silver

Best Event Video (for sale)
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Silver

Best Community Outreach Program (Benefiting the Community)
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Silver

Best Children's Programming
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Bronze-Tie

Best Street Banner
Over \$1.5 Million
The Pennsylvania Horticultural Society
Philadelphia Flower Show 2008 "Jazz It Up!"
Philadelphia, PA U.S.A.

Silver

Best Cover Design
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Best Single New Sponsorship Program
Under \$750,000
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Silver
Best Overall Sponsorship Program
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Silver
Best Educational Program
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Silver
Best Community Outreach Program (Benefiting the Community)
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Silver-Tie
Best Promotional Poster
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Bronze
Best Event/Organization Newsletter
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Bronze
Best Single Newspaper Display Ad
\$250,000 to \$749,999
The Uptown Association
The Uptown Art Fair 2008
Minneapolis, MN U.S.A.

Gold
Best Promotional Poster
Under \$250,000
The Woodlands Convention & Visitors Bureau
iWow International Winter on the Waterway
The Woodlands, TX U.S.A.

Bronze
Best Sponsor Solicitation Package
Under \$250,000
The Woodlands Convention & Visitors Bureau
Lighting of the Doves Holiday Events
The Woodlands, TX U.S.A.

Silver
Best Sponsor Solicitation Video
Under \$750,000
The Woodlands Convention & Visitors Bureau
The Red Hot & Blue Festival
The Woodlands, TX U.S.A.

Silver
Best Miscellaneous Printed Materials (single page)
Under \$250,000
The Woodlands Convention & Visitors Bureau
The Red Hot & Blue Festival
The Woodlands, TX U.S.A.

Silver
Best Sponsor Solicitation Package
Under \$250,000
The Woodlands Convention & Visitors Bureau
The Red Hot & Blue Festival
The Woodlands, TX U.S.A.

Silver
Grand Pinnacle
\$250,000 to \$749,999
Town of Addison
Taste of Addison
Addison, TX U.S.A.

Bronze
Best Ad Series
Under \$250,000
Town of Leesburg Department of Parks & Recreation
Leesburg, VA U.S.A.

2008 IFEA/Haas & Wilkerson Pinnacle Award Winners – Organization Order

Silver
Grand Pinnacle
Under \$250,000
Updowntowners, Inc.
Celebrate Lincoln
Lincoln, NE U.S.A.

Bronze-Tie
Best Miscellaneous Multimedia
Under \$250,000
Updowntowners, Inc.
Celebrate Lincoln
Lincoln, NE U.S.A.

Gold
Best Event Program (interior 4 or more colors)
Over \$1.5 Million
Utah Shakespearean Festival
Cedar City, UT U.S.A.

Gold
Best Sponsor Follow-up Report
Over \$1.5 Million
Valero Alamo Bowl
San Antonio, TX U.S.A.

Silver
Best TV Promotion (ad spot or PSA)
Under \$250,000
Valley Crime Stoppers
Fresno, CA U.S.A.

Silver
Best Radio Promotion
\$750,000 to \$1.5 Million
Washington's Birthday Celebration Association
Washington's Birthday Celebration
Laredo, TX U.S.A.

Bronze
Best Sponsor Solicitation Video
Over \$750,000
Washington's Birthday Celebration Association
Washington's Birthday Celebration
Laredo, TX U.S.A.

Gold
Best Event/Organization Newsletter
\$750,000 to \$1.5 Million
Wichita Festivals, Inc.
Riverfest
Wichita, KS U.S.A.

Silver
Best Sponsor Solicitation Package
\$750,000 to \$1.5 Million
Wichita Festivals, Inc.
Riverfest
Wichita, KS U.S.A.

Gold
Best Full Length TV Program (local)
\$750,000 to \$1.5 Million
Winterfest, Inc.
Seminole Hard Rock Winterfest Boat Parade
Fort Lauderdale, FL U.S.A.

Silver
Best Cover Design
\$750,000 to \$1.5 Million
Winterfest, Inc.
Seminole Hard Rock Winterfest Boat Parade
Fort Lauderdale, FL U.S.A.

Bronze
Best Full Length TV Program (national)
\$750,000 to \$1.5 Million
Winterfest, Inc.
Seminole Hard Rock Winterfest Boat Parade
Fort Lauderdale, FL U.S.A.

Bronze
Best TV Promotion (ad spot or PSA)
Over \$1.5 Million
Wisconsin State Fair
West Allis, WI U.S.A.