



IFEA/Festival Media Corporation Sponsorship Success Award

The IFEA and Global Association Partner Festival Media Corporation have joined forces to create a ground-breaking award that recognizes the success of sponsorship programs at festivals and events around the world.

A primary goal of any sponsorship program is to meet the business goals of the sponsor. How well this is accomplished can determine the future of the sponsor/event relationship.

With the purpose of increasing awareness for the festivals and events industry among multinational marketers and agencies, the **IFEA/Festival Media Corporation Sponsorship Success Award** recognizes those festivals and events that demonstrate the highest level of planning and execution in the area of sponsorship sales promotion results, and how well the business goals of the sponsor are met.

Sales promotion results will include success in the areas of:

- Sponsor sales made
- Sales leads recognized
- Coupons or price promotions distributed or redeemed
- Prospects identified
- Other direct sales promotion goals realized

Eligibility

The **IFEA/Festival Media Corporation Sponsorship Success Award** is open to all festivals and events that have completed a sponsorship fulfillment program during the previous year. All entrants must be a current IFEA member to enter.

The Judges

The **IFEA/Festival Media Corporation Sponsorship Success Award** will be judged by recognized professionals in the areas of sponsorship, sponsorship promotion, and special events management, in addition to executives at multi-national marketing and sponsorship agencies.

The Winners

The **IFEA/Festival Media Corporation Sponsorship Success Award** will be presented annually to one festival/event in each of the IFEA's global regions (Africa, Asia, Australia, Europe, Latin America, the Middle East, and North America) during the 55th Annual Convention and Expo. Regions may be combined depending upon the number of entries.

Important Notes:

- By submitting your entry into the **IFEA/Festival Media Corporation Sponsorship Success Awards**, you automatically grant the IFEA and Festival Media Corporation the right to use any materials from your entries for editorial, analytical, promotional or any other purposes without additional compensation. Your entry into the competition is acknowledgement of these terms.
- Entries submitted are unable to be returned.
- Please limit your entries to a total of 5 (five) single sided pages only.
- Font size no smaller than 10 pt.
- Entries must be submitted in English.
- Submit entry for individual sponsor as opposed to organization's entire sponsor program.

Deadline

All entries must be received at the IFEA World Headquarters office by 5:00 p.m. (MST), Monday, May 10th, 2010.

Entry Format

Please EMAIL your entry in a Word document. If you do not have access to email, contact Nia Hovde at: 208-433-0950 ext: 3.

Submit Entries To

Nia Hovde, Director of Marketing & Communications at nia@ifea.com.

Questions

Contact Nia Hovde, Director of Marketing & Communications at nia@ifea.com or 208-433-0950 ext: 3

The Competition

Please provide a detailed overview to the five required program areas below within an overall total of five single sided pages using a font size of 10 pt or greater. Margins must be .5 inches or greater. No additional supporting information is required. Points will be awarded for each topic area. Points awarded to each area are listed below. Be sure to answer every question indicating which question you are answering.

1. SPONSORSHIP PROGRAM DESCRIPTION (20 Points) (1 Page)

- **Overview**
Provide a detailed overview of the Sponsorship Program.
- **Initiation**
Was the program proposed by the event or requested by the sponsor?
- **Innovation**
 1. Was the execution innovative in its approach?
 2. Did the program include the use of volunteers, staff, and local sponsor connections (in support of a national sponsor brand)?
 3. Did the program build on any pre-existing sponsor programs/messages?
- **Execution**
 1. How did the festival/event staff and representatives execute the activation program?
 2. Did the festival/event apply or contribute any unique brand building assets (i.e., shelf-talkers, point-of-purchase display space, a custom jingle, celebrity endorsements, etc.)?
 3. How was media used to extend the reach of the sponsorship?

2. TARGET IDENTIFICATION (20 Points) (1 Page)

1. Identify the targeted audience, demographics, psychographics and brand usage.
2. Identify the program goals.

3. RESULTS (20 Points) (1 Page)

1. What were the actual program results in terms of sales, image, redemption, etc.?
2. How did those results roll back to the targeted goals and audiences identified?
3. How were results tracked?

4. PRESENTATION (20 Points) (1 Page)

How were the final results of the sponsorship program presented to the sponsor (print, electronic, other)? Please feel free to submit a copy of your presentation.

5. SPONSOR REACTION (20 Points) (1 Page)

Provide any formal feedback received about the program from the sponsoring organization.