



# *2012 IFEA / Haas & Wilkerson Pinnacle Awards Competition Call for Entries*

*Gain the recognition your event deserves...*

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

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

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

So what are you waiting for, gather your items, fill out the entry form, and send them off to be judged against the best of the best, in the festivals and events industry. Then get ready to hear your organization's name announced at the 57th Annual IFEA Convention & Expo, Date TBA, in Denver, Colorado, U.S.A.



**HAAS & WILKERSON**  
INSURANCE

# THE CONTEST

## DEADLINES

- **EARLY BIRD ENTRY DEADLINE: 5:00 p.m. (MST)  
MONDAY, JUNE 25, 2012**
  - Entries received on or prior to June 25, 2012 will receive the Member early bird rate of \$30 per entry or \$50 per Grand Pinnacle entry or the Non-Member early bird rate of \$60 per entry or \$100 per Grand Pinnacle entry depending on IFEA Membership status.
- **FINAL ENTRY DEADLINE: 5:00 p.m. (MST)  
MONDAY, JULY 16, 2012**
  - Entries received between Tuesday, June 26, 2012 and Monday, July 16, 2012 will receive the Member final entry rate of \$35 per entry or \$55 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$150 per Grand Pinnacle entry depending on IFEA Membership status.

## ELIGIBILITY

- Entries must have been produced and / or used for the first time between July 18, 2011 and July 16, 2012.
- Entries must be submitted in their original format unless previously approved. For Questions Contact: Nia Hovde, nia@ifea.com.
- Payment in full must be received with entries for entries to be deemed eligible.
- Entries and entry forms must be submitted in English.
- Font size for any written text must not be smaller than 10pt.
- To receive the member rate for Pinnacle entries you must be an IFEA member in good standing.
- Each entry form submitted must be completed in its entirety in order for items to be judged eligible.

## IMPORTANT NOTES

- Items submitted are NOT able to be returned.
- Judges will not refer to items in other categories, nor will they transfer items already judged in other categories (the number of entries must equal the number of categories entered).
- A separate entry form must be submitted for each entry (copy as necessary).
- Multiple entries or categories on a single form will not be accepted.
- For all entries, please clip or pin entry form to item. Please do not glue or tape form to item.
- Multiple entries within the same notebook / bound format will not be accepted. Please separate entries.
- Entries required to be submitted in a "notebook" means entry should be submitted in some sort of bound format in order to keep the all materials together. For example, a 3 ring binder; spiral bound; or a bound publication.
- Please consider the processing of your credit card or the cashing of your check for your Pinnacle entries, notice that your entries were received and processed.
- Entries required to also be submitted on a disk / thumb drive along with printed copy, be sure to label each CD / thumb drive and attach to notebook at front of entry. Submit entry as 1 (one) pdf or Word doc file if possible.
- **NEW:** When submitting your total entries, please also submit a high resolution copy of your organization or event logo. Please email to nia@ifea.com – subject "Logo for 2012 Pinnacle Entry – and your event/organization name."

## A HOW TO GUIDE

- A few changes have been made to the Pinnacle Brochure in an effort to help you understand what is needed from each category.
- All categories are listed on the left side of each page
- Entry information required for each category is listed under the specific category on the left (if applicable). This information is unique to that specific category.

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

## THE JUDGES

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

## SCORING SYSTEM

- Some categories in the Pinnacle Awards will be judged using a point system for each individual entry. Each entry is scored separately. Scores will not be combined.
- A possible total of 100 points may be awarded to each entry.
- Be sure to answer and include all necessary information for each entry.
- If a required element within an entry is not applicable to your event, please state so within your entry to avoid being marked down on points or indicate what element you have instead.
- The scoring system is not applicable to TV, Radio, Multimedia, Print & some Merchandising categories.
- We are unable to provide you with the points awarded for each of your entries.
- Failure to meet all requirements or answer / provide all necessary information will result in a deduction of points.

## THE WINNERS

- All finalists for the IFEA / Haas & Wilkerson Pinnacle Awards will be notified by email the 3rd week of August, 2012. Notification will go to the primary IFEA Member in addition to the contact listed on the Awards entry form.
- The 2012 IFEA / Haas & Wilkerson Pinnacle Award winners will be announced at the 57th Annual IFEA Convention & Expo, Date TBA, in Denver, Colorado, U.S.A.
- If you are not present at the Awards Presentation to accept your award(s), they will be mailed to you after the Annual Convention. Expect 3-4 weeks for delivery.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 57th Annual IFEA Convention & Expo this Date TBA, in Denver, Colorado U.S.A. or arrange for a representative to accept any award won on your behalf.
- Gold, Silver and Bronze winning entries will be on display during the 57th Annual IFEA Convention & Expo.

## RELEASE & USAGE

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

## SHIP ENTRIES TO:

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

- Please try to avoid using packing peanuts when shipping your entry.
- For packing tips, go to [www.ifea.com](http://www.ifea.com) and then Industry Awards / Pinnacle Awards / Packing Tips for Pinnacle Award Entries

## QUESTIONS?

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

# THE GRAND PINNACLE



## 1) GRAND PINNACLE

The Grand Pinnacle is the IFEA's highest award, reflecting the best overall festival or event in the world, within each budget category.

### ENTRY INFORMATION:

- For entry, please provide a detailed description to each section requested within:
  1. Introductory Information (10 points)
  2. Additional Requirements (50 points)
  3. Supporting Materials (20 points)
  4. Supporting Questions (10 points)
- Submit entire Grand Pinnacle Entry within one (1) notebook.
- In addition, also submit your entry on a CD or thumb drive. Be sure to Label CD / thumb drive and attach to notebook at front of entry. Submit entry as 1 (one) pdf or Word doc file.
- Please submit your entry in the order listed here.
- Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points.

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

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

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

### 2. Additional Requirements: (50 Points)

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

- Make each section a separate tab in entry in order for the judges to clearly identify them.
  - If your festival/event does not include one or more of the sections listed below, please provide an overview as to why your event does not include that element, or what you provide instead, so as not to lose points.
- a. Promotional & Marketing Campaign** (What was your overall message/slogan/image that you projected for your event this year?)
  - b. Media Outreach** (What was your target population, who received the message, what types of mediums did you utilize and who promoted your message)
  - c. Website / Social Media / Multi-Media Programs**
  - d. Sponsor Program** (Provide an overview of your overall sponsorship program – how many sponsors, who are they and what do they sponsor and total sponsorship funds.)
  - e. Community Outreach Programs** (such as environmental, educational, children's, charity etc.)
  - f. Volunteer Program**

## g. Merchandise Program

- h. Descriptions of any other Special Programs** unique to your event.

### 3. Supporting Materials: (20 Points)

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

### 4. Supporting Questions: (10 points)

Please answer the following questions. (Maximum of 1 page per question)

- a. What did you do to update / change the event from the year before? Were your updates / changes successful?
    - If the event is a new event, please answer the following question instead:
      - "What challenges / obstacles did you foresee / encounter in creating the event, and how did you handle them?"
  - b. Please provide measurable results / examples for question (a).
- a. What makes the event stand out as an internationally recognized event?
  - b. Why should the event win the IFEA / Haas & Wilkerson Grand Pinnacle Award?

### Judging Criteria: (10 points)

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

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

### Additional Notes:

- Be sure to answer and provide information for every section and area listed in the entry requirements. Failure to provide information for each section / element will result in a deduction of points.
- Display boards are no longer required with the Grand Pinnacle entry. Your entry will solely be judged on the contents of the notebook submission.
- This entry is separate from all other categories and divisions. Judges will not refer to, or transfer items from other categories.
- Organizations submitting entries for the Grand Pinnacle category must register at least one person for the 57th Annual IFEA Convention & Expo, Date TBA, in Denver, Colorado, U.S.A. or arrange for a representative to accept any award your behalf.

# CATEGORIES

## Television & Radio

### 2) BEST TV PROMOTION

(Ad Spot or PSA)

### 3) BEST FULL LENGTH TV PROMOTION

(Local Promotion)

### 4) BEST FULL LENGTH TV PROGRAM

(National Promotion / Syndication)

### 5) BEST EVENT VIDEO

(For Sale)

### 6) BEST RADIO PROMOTION

(Ad Spot or PSA)

#### ENTRY INFORMATION:

- All TV/video entries should be encoded for Region 1 or Region 0 DVD capabilities – submit on a DVD or Thumb Drive. (Please do not submit Blu-Ray Disks.)
- All Radio entries should be submitted on a CD (not a DVD) – preferably submitted as a wave file or MP3 file.
- Label DVD / CD and attach entry form to case.
- Only one video / radio spot per DVD/CD.
- These are standalone items and no written information is required.
- Make all DVD's / CD's set to Auto Play.

#### Judging Criteria:

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

## Multimedia

### 7) BEST EVENT WEBSITE

(Submit web address only – print website address on entry form.)

### 8) BEST ORGANIZATION WEBSITE

(Submit web address only– print website address entry form.)

### 9) BEST EVENT / ORGANIZATION E-NEWSLETTER

(Submit three consecutive issues on a CD or thumb drive.)

### 10) BEST MISCELLANEOUS MULTIMEDIA

(Includes, but is not limited to items such as: Screen Savers, Live Web-casts, Electronic Billboards, etc.) (If possible, submit in format used. Or, submit printed format. Videos – preferable method is a YouTube link.)

### 11) BEST SOCIAL MEDIA SITE

(Submit Social Media Site Address – Print on entry form.)

### 12) BEST FESTIVAL / EVENT MOBILE APPLICATION

(Submit web address or instructions on how to obtain the application, print address entry form.)

#### ENTRY INFORMATION:

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

#### Judging Criteria:

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

# CATEGORIES

## Bound / Multiple Page Entries

### 13) BEST EVENT PROGRAM

(Interior 3 or less colors)

### 14) BEST EVENT PROGRAM

(Interior 4 or more colors)

### 15) BEST NEWSPAPER INSERT / SUPPLEMENT

(Submit entry in original format if possible.)

### 16) BEST PROMOTIONAL BROCHURE

(4 or less colors)

### 17) BEST EVENT / ORGANIZATION NEWSLETTER

(Submit three consecutive issues.)

### 18) BEST MISCELLANEOUS PRINTED MATERIALS

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

#### ENTRY INFORMATION

- These are stand alone items and no written information is required.
- Submit categories 13-18 with the entry form securely paper clipped to the back.
- Do not mount on display board.

#### Judging Criteria

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

## Single Page Entries

### 19) BEST PROMOTIONAL POSTER

(Not for Sale - Used for promotional purposes to promote your event) (Do not mount. Submit in poster tube.)

### 20) BEST COMMEMORATIVE POSTER

(For Sale at event) (Do not mount. Submit in poster tube.)

### 21) BEST COVER DESIGN

(Submit cover only – mounted on poster board.)

### 22) BEST SINGLE NEWSPAPER DISPLAY AD

(Submit entry in original format if possible – mounted on poster board.)

### 23) BEST SINGLE MAGAZINE DISPLAY AD

(Submit ad mounted on poster board.)

### 24) BEST AD SERIES

(Submit a maximum of 5.) (May be mounted on poster board together or individually.)

### 25) BEST EVENT PHOTOGRAPH

(Promotional photograph for your event) (Photo Dimensions: 8 inches x 10 inches, mounted on poster board.)

### 26) BEST MISCELLANEOUS PRINTED MATERIALS

(Includes but not limited to fliers, maps, etc. Only one item per entry. Mounting on poster board, optional.)

### 27) BEST OUTDOOR BILLBOARD

(Submit photo or printout of billboard, mounted on poster board.)

### 28) BEST EVENT INVITATION

(Multiple page invitation accepted in this category. Do NOT mount this category on poster board.)

### 29) BEST STREET BANNER

(Submit photo or printouts of banner only, mounted on poster board.)

#### ENTRY INFORMATION

- Submit categories 19-20 rolled up in a poster mailing tube. Do not fold the poster. Do not mount the poster on poster board.
- Submit categories 21-25, 27 & 29 each mounted on a single, black display board with a maximum of 2 inch margins.
- Only one entry per board.
- These are standalone items and no written information is required.

#### Judging Criteria

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

# CATEGORIES

## Sponsorship / Fundraising

### 30) BEST SPONSOR SOLICITATION VIDEO

#### ENTRY INFORMATION:

- Please provide a sponsor solicitation video that was actually used to target a specific sponsor. (Okay to substitute name of sponsor for generic name for confidentiality.)
- In addition, please note how the video was provided to the sponsor (i.e.: sent electronically as a link; on a disk as part of a packet, etc.)
- Submit in basic DVD format (please do not submit Blu-Ray disks)
- Video entry should be encoded for Region 1 or Region 0 DVD capabilities – submit on a DVD or Thumb Drive. (Please do not submit Blu-Ray Disks.)
- Label DVD and attach entry form to case
- Make DVD set to auto-play.

#### Judging Criteria:

- Is the item / entry well organized?
- Is the content professional?
- Is the message clear?
- Is the item / entry designed and laid out well?
- Is the item creative and / or unique?
- What is the overall impression?
- Would you recommend or support this opportunity if in a position to do so?

### 31) BEST SPONSOR SOLICITATION PACKAGE

#### Overview Information: (40 points)

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

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

#### Supporting Materials: (50 points)

- a. Please provide a sponsor solicitation package that was actually used to target a specific sponsor.
  - Provide in the format used to present to the sponsor. (Okay to substitute name of sponsor for generic name for confidentiality.)

### 32) BEST SPONSOR FOLLOW-UP REPORT

#### Overview Information: (40 points)

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

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

#### Supporting Materials: (50 points)

- a. Please provide a sponsor follow-up report that was actually sent to a specific sponsor.
  - Provide in the format used to present to the sponsor and with any other additional materials that were sent with the report. (Okay to substitute name of sponsor for generic name for confidentiality.)

#### ENTRY INFORMATION:

- For all entries, please provide the following information, in addition to any specific information listed next to each category.
- Submit category 31-32 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Judging Criteria: (10 points)

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

### 33) BEST SPONSOR

#### Overview Information: (90 points)

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

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

#### ENTRY INFORMATION:

- Submit category 33 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc.

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Sponsorship / Fundraising

### 34) BEST NEW FUNDRAISING PROGRAM

(New Fundraising program where fundraising efforts are to benefit the Festival / Event)

**Overview Information: (70 points)**

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

- Introduction & description of main event
- Description and purpose of Fundraising Program
- Target audience for the program
- Overall effectiveness / success of the program
- Answer supporting question here
- Place supporting materials within specific section or at end.

### 35) BEST SINGLE NEW SPONSORSHIP PROGRAM

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

**Overview Information: (70 points)**

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

- Introduction & description of main event
- Description and purpose of New Sponsorship Program
- Description of the targeted sponsor for the program and why the sponsor was targeted
- Explain the synergy between the event and sponsor
- Overall effectiveness / success of the program
- Answer supporting question here
- Place supporting materials within specific section or at end.

### 36) BEST OVERALL SPONSORSHIP PROGRAM

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

**Overview Information: (70 points)**

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

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

### 37) BEST SPONSORSHIP PROGRAM FOR INDIVIDUAL SPONSOR

(Activity / program within an Event for a specific sponsor.)

**Overview Information: (70 points)**

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

- Introduction & description of main event
- Description and purpose of event/program being sponsored
- Description of sponsor; level of sponsorship (cash/in-kind); details of benefit package and length of sponsorship/ partnership
- Overall effectiveness / success of the program
- Answer supporting question here
- Place supporting materials within specific section or at end.

**ENTRY INFORMATION:**

- For all entries, please provide a detailed description to requested Overview Information under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 34-37 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

**Supporting Question: (10 points)**

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

**Supporting Materials: (10 points)**

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

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

**Judging Criteria: (10 points)**

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

# CATEGORIES

## Community Relations

### 38) BEST ENVIRONMENTAL PROGRAM

#### Overview Information: (70 points)

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

- a. Introduction and background of main event
- b. Description and purpose / objective of Environmental Program
- c. Target audience / attendance / number of participants
- d. What "Green" initiatives were used at event (i.e. – recycling; alternative methods of transportation; renewable energy etc.)
- e. How were initiatives promoted to the public? Include marketing materials.
- f. Education programs pertaining to environmental program (for public, sponsors, volunteers etc.)
- g. How was environmental program enforced / encouraged, tracked, and staffed?
- h. Who assisted environment program (vendors, volunteers etc.)
- i. Measurable results – how much was recycled; savings / cost of Environmental program; carbon footprint reduction
- j. Non-tangible results: education; awareness; involvement etc.
- k. Duration of program (start to finish) and years program has been part of event
- l. Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- m. Tie-in of program to main event
- n. Overall revenue/expense budget of program
- o. Overall effectiveness / success of program
- p. Answer supporting question here
- q. Place supporting materials within specific section or at end.

### 39) BEST VOLUNTEER PROGRAM

#### Overview Information: (70 points)

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

- a. Introduction and background of main event
- b. Description and purpose / objective of Volunteer Program
- c. Target audience / attendance / number of participants
- d. Duration of program (start to finish) and years program has been part of event
- e. Volunteer demographics (age, gender, individuals, charities, schools etc.)
- f. Volunteer job descriptions
- g. Recruitment methods / materials / applications
- h. Communication methods / materials
- i. Training guides / programs / handbooks / materials
- j. Organization & schedule information / materials
- k. Volunteer perks / benefits
- l. Appreciation / recognition methods/ materials
- m. Retention methods / materials
- n. Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
- o. Overall revenue/expense budget of program
- p. Overall effectiveness / success of program
- q. Measurable results: ratio of volunteers to guests; # of volunteers; # of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers.
- r. Answer supporting question here
- s. Place supporting materials within specific section or at end.

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to requested Overview Information under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 38-47 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

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

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

#### Judging Criteria: (10 points)

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



# CATEGORIES

## Community Relations

### 40) BEST EDUCATIONAL PROGRAM

#### Overview Information: (70 points)

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

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

### 41) BEST EVENT / PROGRAM WITHIN AN EVENT TO BENEFIT A CHARITY

#### Overview Information: (70 points)

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

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

### 42) BEST COMMUNITY OUTREACH PROGRAM

#### Overview Information: (70 points)

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

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

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to requested Overview Information under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 38-47 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

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

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

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Community Relations

### 43) BEST NEW PROMOTION

#### Overview Information: (70 points)

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

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

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

#### Overview Information: (70 points)

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

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

### 45) BEST NEW EVENT

(For new event created within past year)

#### Overview Information: (70 points)

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

- Introduction and background of main event
- Description and purpose / objective of New Event
- What makes the event unique & creative?
- Target audience and attendance / number of participants
- Overall revenue/ expense budget of event
- Duration of program (start to finish)
- Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- Overall effectiveness / success of event
- Answer supporting question here
- Place supporting materials within specific section or at end.

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to requested Overview Information under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 38-47 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

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

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

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Community Relations

### 46) BEST CHILDREN'S PROGRAMMING

#### Overview Information: (70 points)

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

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

### 47) BEST PUBLIC SAFETY / SECURITY PLAN FOR AN EVENT

#### Overview Information: (70 points)

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

- Introduction and background of main event
- Description and purpose / objective of Safety / Security Plan
- Target audience / attendance / number of participants
- Overall revenue and expense budget of specific program / event
- Tie-in of program to main event
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
- Overall effectiveness / success of program
- Answer supporting question here
- Place supporting materials within specific section or at end.
  - Please submit a detailed documentation of the security plan used at your event

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to requested Overview Information under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 38-47 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

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

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

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Media Relations

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

### 48) BEST PRESS / MEDIA KIT

#### Overview Information: (70 points)

- a. Introduction & background of campaign / event
- b. Provide actual media kit used to send out for your event.
- c. Target audience / demographics for the media
- d. Target location (communities / cities / states) for media
- e. Types of mediums used for media outreach
- f. Measurable results Indicating:
  - o Number of publications / cities / states targeted
  - o Percent of distribution that covered news
  - o Longevity of media coverage
  - o Increase / decrease in media from previous years
- g. Answer supporting question here
- h. Place supporting materials within specific section or at end.

### 49) MOST CREATIVE / EFFECTIVE NEWS STUNT

#### Overview Information: (70 points)

- a. Introduction & background of campaign / event
- b. A detailed description of the news stunt.
- c. How did the news stunt fit in to the overall media campaign for your event?
- d. Sponsor / charity involvement (if any) and why.
- e. Was there an increase in media coverage for your event as a result of the stunt?
- f. Answer supporting question here
- g. Place supporting materials within specific section or at end.

### 50) BEST MEDIA RELATIONS CAMPAIGN

#### Overview Information: (70 points)

- a. Introduction & background of campaign / event
- b. Purpose / objective of the media relations campaign
- c. A detailed outline of your entire media relations campaign for your event.
- d. Target audience / demographics for the media
- e. Target location (communities / cities / states) for media
- f. Types of mediums used for media outreach
- g. Measurable results indicating:
  - o Number of publications / cities / states targeted
  - o Percent of distribution that covered news
  - o Attendance results based on media outreach / campaign
  - o Income results based on media outreach / campaign
  - o Longevity of media coverage
  - o Increase / decrease in media from previous years.
- h. Overall effectiveness of the campaign
- i. Answer supporting question here
- j. Place supporting materials within specific section or at end.

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to the requested Overview Information (70 points) under each category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit categories 48 - 50 in one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

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

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

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Merchandise

### 51) BEST T-SHIRT DESIGN

*(No collared or long sleeve shirts.)*

### 52) BEST PIN OR BUTTON

*(Please mount on poster board with 2 inch margins maximum.)*

### 53) BEST HAT

### 54) BEST OTHER MERCHANDISE

### 55) BEST MISCELLANEOUS CLOTHING

### 56) BEST NEW MERCHANDISE

*(New to event within the past year.)*

#### ENTRY INFORMATION:

- Submit actual merchandise items for categories 51- 56 as is.
- These are standalone items and no written information is required.
- Do not mount merchandise items on poster board – except Best Pin or Button.
- Entries will be judged based on the overall Judging Criteria.

#### Judging Criteria: (10 points)

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

### 57) BEST OVERALL MERCHANDISING PROGRAM

#### Overview Information: (70 points)

- Introduction & background of event
- Description of merchandising program
- Overall revenue and expense budget for merchandise lines
- Target market for merchandise program (population / location)
- Marketing efforts tied to merchandise program
- Community support in selling / distributing merchandise
- Measurable results (Including number / variety of items; number of outlets selling items, etc.)
- Overall effectiveness of merchandise program
- Answer supporting question here
- Place supporting materials within specific section or at end.

#### ENTRY INFORMATION:

- For entry, please provide a detailed description to the requested Overview Information (70 points) under category, in addition to answering the below Supporting Question (10 points) and providing any necessary and requested Supporting Materials (10 points).
- Submit category 57 with one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Question: (10 points)

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

#### Supporting Materials: (10 points)

- Please include a sample selection of actual merchandise items available.
- Also include photographs of all merchandise items available in your merchandise program.

#### Judging Criteria: (10 points)

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

# CATEGORIES

## For Suppliers or Associations

### 58) BEST SINGLE DISPLAY AD

### 59) BEST COMPANY IMAGE PIECES

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

### 60) BEST DIRECT MAIL PIECE OR BROCHURE

#### ENTRY INFORMATION:

- Submit categories 58 – 60 each on a single, black display board (margins 2 inches max).
- Only one entry per board. Only one item per entry.
- They are standalone items and no written information is required.
- Entries will be judged based on the overall Judging Criteria.

#### Judging Criteria:

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

### 61) BEST VENDOR / SUPPLIER

*(Festival or Event must submit this entry)*

#### Overview Information: (90 points)

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

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

#### ENTRY INFORMATION:

- For entry, please provide a detailed description to the requested Overview Information (90 points) under category.
- Submit category 61 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Judging Criteria: (10 points)

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

### 62) BEST NEW PRODUCT OR SERVICE

#### Overview Information: (80 points)

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

- a. Description of new product or service
- b. Goals & objectives of product or service
- c. Application of product or service at an event
- d. Overall effectiveness of product or services
- e. Target market for product or service
- f. Measurable results: tangible & intangible
- g. Place supporting materials within specific section or at end

#### ENTRY INFORMATION:

- For entry, please provide a detailed description to the requested Overview Information (80 points) under category, in addition to providing any necessary and requested Supporting Materials (10 points).
- Submit category 62 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Materials: (10 points)

Please also include samples or photos of new product or service. Please limit your supporting materials to no more than 5 examples.

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Educational Institutions Offering Event Management Programs

### 63) BEST 2 YEAR EVENT MANAGEMENT DEGREE

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of 2 year Event Management Degree
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

### 64) BEST 4 YEAR EVENT MANAGEMENT DEGREE

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of 4 year Event Management Degree
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

### 65) BEST EVENT MANAGEMENT CERTIFICATION PROGRAM

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of Event Certification Program
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to the requested Overview Information (50 points) under each category, in addition to providing any necessary and requested Supporting Materials (40 points).
- Submit categories 63-68 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Materials: (40 points)

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

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

#### Judging Criteria: (10 points)

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

# CATEGORIES

## Educational Institutions Offering Event Management Programs

### 66) BEST ONLINE EVENT MANAGEMENT TRAINING PROGRAM

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of Online Event Management Training Program
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

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

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of Festival & Event Management Masters Program
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

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

#### Overview Information: (50 points)

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

- a. Introduction & History of School/University
- b. Purpose / objective of Festival & Event Management PhD Program
- c. Date degree/program was founded & time frame the course is offered
- d. Number of staff members & student to staff ratio
- e. Number of students enrolled / number graduated
- f. Tuition costs / Financial assistance offered
- g. Overall revenue and expense budget of program
- h. Writing/Speaking/Testing/Research requirements for students
- i. Practical event experience required (internships/assigned event management etc.)
- j. Overall effectiveness of degree/program - Alumni success (what are alumni of program doing now?)
- k. Place supporting materials within specific section or at end

#### ENTRY INFORMATION:

- For all entries, please provide a detailed description to the requested Overview Information (50 points) under each category, in addition to providing any necessary and requested Supporting Materials (40 points).
- Submit categories 63-68 within one (1) notebook each.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### Supporting Materials: (40 points)

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

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

#### Judging Criteria: (10 points)

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



# CATEGORIES

## Just For Fun

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

*(No Charge to enter this Category)*

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

#### **Overview Information: (30 points)**

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

- a. Introduction & History of Main Event
- b. Purpose / objective of promotional campaign for awards won
- c. Years participated in awards program
- d. Average number of entries submitted / won each year
- e. Target audience for promotion
- f. Types of mediums used for promotion
- g. Measurable results (Indicating number of publications / cities / states targeted)
- h. Measurable results (Indicating percent of distribution that covered news)
- i. Overall effectiveness of promotion
- j. Place supporting materials within specific section or at end

#### **Supporting Questions: (30 points)**

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

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

#### **Supporting Materials: (30 points)**

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

- Promotion materials used to promote award
- Media clippings from promotion
- Examples of IFEA / Haas & Wilkerson Pinnacle Winner logo placement
- Please limit your supporting materials to no more than 5 examples in each of the above areas.

#### **ENTRY INFORMATION:**

- For entry, please provide a detailed description to the requested Overview Information (30 points) in addition to answering the Supporting Questions (30 points) and providing any necessary and requested Supporting Materials (30 points).
- Submit category 69 within one (1) notebook.
- In addition, please also submit each entry on a CD or thumb drive. Submit entry as 1 (one) pdf or Word doc file.

#### **Judging Criteria: (10 points)**

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



**ENTRY FORM REQUIREMENTS**

- Please submit one overall entry form with total payment - list all entries submitted on this form. (Be sure to complete sections 1 & 4.)
- Please also submit TWO copies of each individual entry form – one to be attached to each individual entry – and one to be submitted with payment and overall entry form. (Complete sections 1, 2, 3 on each entry form.) Be sure payment information is NOT filled out on these copies.
- If one organization is entering items for multiple events produced, please submit a separate payment form / overall entry form for each event to allow for proper credit to be given to that event.
- Please be sure to PRINT your organization and event name correctly – as that is how it will appear on any award if won.
- **NEW** - Please email a high resolution copy of your organization or event logo to nia@ifea.com - subject "2012 Pinnacle Entry Logo" & Your Event / Logo Name.

**RELEASE AND USAGE**

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

Sections 1, 2 and 3 must be completed twice for each entry. One copy attached to each individual entry, and one copy attached to payment form.

**1. ENTRANT INFORMATION** (Required for each entry) (Tip: Complete Section 1. Then make copies to complete form for each entry.)

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

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

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

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

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**2. BUDGET INFORMATION** (Required for each entry)

Organization's Event Expense Budget: (USD, include all cash outflows). Each entry category is divided into the budget categories below. Gold, Silver and Bronze Awards will be given in each budget category unless the number of entries warrants budgets to be combined into over and under \$750,000.

under \$250,000    \$250,000 - \$749,999    \$750,000 - \$1.5 million    over \$1.5 million

**3. ENTRY INFORMATION** (Required for each entry)

Category Name (required): \_\_\_\_\_ Category Number (required): \_\_\_\_\_

To help identify your entry – please provide a brief description of entry: (i.e.: black T-shirt with fish; or Photo entitled "Fireworks over Capital") \_\_\_\_\_

**4. PAYMENT INFORMATION**

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

**Total Categories Entered:** List which categories you are entering and how many of each. This is so we can account for all of your entries when they arrive. (e.g. 1, 2, 2, 3, 5, 7...): \_\_\_\_\_

Entries received with payment by 5:00 p.m. June 25, 2012 (MST) will receive the Member early bird rate of \$30 per entry or \$50 per Grand Pinnacle Entry; or the Non-Member early bird rate of \$60 per entry or \$100 per Grand Pinnacle entry, depending on IFEA Membership Status. Entries received between June 26, 2012 and July 16, 2012 will receive the Member final entry rate of \$35 per entry or \$55 per Grand Pinnacle entry; or the Non-Member final entry rate of \$75 per entry or \$150 per Grand Pinnacle entry, depending on IFEA Membership Status.

|                                     | Early Bird Member Rates | Final Entry Member Rates |
|-------------------------------------|-------------------------|--------------------------|
| Grand Pinnacle:                     | \$50 x _____ = \$ _____ | \$55 x _____ = \$ _____  |
| Pinnacle Entries: (Categories 2-68) | \$30 x _____ = \$ _____ | \$35 x _____ = \$ _____  |

|  | Early Bird Non-Member Rates | Final Entry Non-Member Rates |
|--|-----------------------------|------------------------------|
|  | \$100 x _____ = \$ _____    | \$150 x _____ = \$ _____     |
|  | \$60 x _____ = \$ _____     | \$75 x _____ = \$ _____      |

Category #69: (Just for Fun Category) \$ 0 x \_\_\_\_\_ = \$ \_\_\_\_\_

**TOTAL NUMBER OF ENTRIES:** \_\_\_\_\_ **TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

Check (Make checks payable to IFEA)    Visa    MasterCard    American Express

Print Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

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

**DID YOU REMEMBER TO**

- Include your payment for total entries along with 1 overall entry form listing each category number entered
- Include 2 individual entry forms for each item – one with item, one with payment, do not list payment details on these forms
- Include each entry (as requested) on a disk or thumb drive
- Email organization / event logo to nia@ifea.com
- Review all rules for entry submission – go to: Pinnacle Awards section at www.ifea.com for more info.