



Kaleidoscope Awards

Rules & Nomination Procedures

APPLICATION DEADLINE: December 19, 2008

Designed to recognize the marketing, programming and the overall event, the Kaleidoscope Awards acknowledge the highest level in the festival and event industry throughout the southeast region. This program is mirrored after IFEA/Haas & Wilkerson Pinnacle Awards Program and includes many of the same categories. Gain the recognition your event, volunteers and sponsors deserve. Kaleidoscope Award entries will be on display during the Southeast Festivals & Events Conference.

Eligibility:

- The organization must be an IFEA member in good standing and within the southeast region (Mississippi, Alabama, Florida, Georgia, Tennessee, North Carolina, South Carolina, Virginia and Kentucky).
- If entering the Best Festival or Event category, at least *one* person from the organization must register for the 2009 Southeast Festivals & Events Conference.
- Events must have occurred between and including November 1, 2007 – October 31, 2008.

Rules:

- Events may be entered into as many award categories as applicable.
- Each entry must include a separate but completed entry form, a description as it pertains to the category and any supporting materials (in original form) and placed in an individual notebook or folder. Duplicate blank entry form as needed.
- Each organization must include a disk with the event logo and or an event photograph in jpeg format. If you are submitting an event for multiple categories, only one disk is necessary. Label each disk with organization/event. ***Submit the disk along with your application and payment to the GFEA office.***
- Cost is \$20.00 per individual entry.
- Items may be picked up at the close of the conference. Unclaimed entries will not be returned. Winners will be announced at the Kaleidoscope Awards banquet during Annual Southeast Festivals & Events Conference.

Judging: All entries will be evaluated by a panel of judges who are recognized professionals in the areas of event planning and management, graphic designers, marketing, and public relations. Entries will be judged based on overall appeal, originality, creativity and effectiveness.

Entry Checklist:

- Complete the top portion of the application.
- Make the appropriate number of copies of the application – one for each entry.
- Fill in the rest of the application, noting the appropriate category and attach it to each entry.
- Make ONE master list (listing all categories submitted) and mail to the GFEA office** along with the check or credit card information and disk (logo/photos). Mailing address: GFEA, P. O. Box 965296, Marietta GA 30066.
- Mail actual entries (include a photo copy of the entry form with EACH entry) to the IFEA office.** Mailing address: IFEA, 2603 Eastover Terrace, Boise, ID 83706, Attention: Kaleidoscope Awards.

Entries must be received by 5p.m. (MST) on December 19, 2008. Entries will not be accepted after the deadline.

Questions: Carolyn Morris, 770-592-7180, cmorris@wiredearth.net.

Sponsored by:

GFEA Office, P. O. Box 965296, Marietta, GA 30066
770-592-7180 cmorris@wiredearth.net





Southeast Region Awards Nomination Form

DEADLINE: December 19, 2008

Organization: _____ Event Name: _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ State/Zip _____

Email Address: _____ Website: _____

Event Expense Budget _____ Under \$75,000 _____ Over \$75,000

**Entries must be placed in an individual folder or notebook and MUST include the nomination form.
Protective sleeves are recommended but not required. Do not combine more than one entry in a folder/notebook.**

Total number of entries: _____ @ \$20.00 per entry \$ _____ (total amount due)	
<input type="checkbox"/> Check # _____	<input type="checkbox"/> Credit Card (check one) _____ Master Card _____ Visa
Name on Card _____	Authorized Signature _____
Billing address _____	
Account # _____	Exp. Date: _____ Code (4 digit) _____

____ 1 **Best Festival or Event:** Submit a detailed description of the event. Include supporting materials, photos, brochures, evaluations, budget, layout, printed materials, mission statement etc. that support the overall event. Submit materials in a 3 ring notebook. *Display boards will not be accepted.* This is a separate category from those listed below. Judges will not review materials from any other another category so include all supportive materials with this entry you wish the judges to consider. To enter into this category, at least one member from your organization must register for the 2008 conference.

____ 2 **Best Website:** Submit address of working website or print materials from the website and place in a notebook or folder. Criteria: Clarity of message, design & layout, creativity or uniqueness, ease of use and overall organization of site.

Printed Materials – Criteria: Clarity of message, design & layout, creativity and overall design.

____ 3 Best Miscellaneous Printed Materials – direct-mail, postcards, flyers, etc. (one piece per entry)

____ 4 Best single print ad (newspaper or magazine)

____ 5 Best Event Program or Brochure

____ 6 Best Promotional Poster

____ 7 Best Marketing Campaign – include all types of printed materials (in original form)

____ 8 Best Event Photograph – by event

____ 9 Best Event Banner

Sponsorship/Fund-Raising: Criteria: Well organized, clarity of message, supporting materials.

____ 10 Best Solicitation Package

____ 11 Best Sponsor

Merchandise: Criteria: Actual samples are required. Pins & buttons should be mounted on 8X10 cardstock. Items should be placed in protective sleeves and nomination form pinned or secured to the item.

____ 12 Best T-Shirt (one shirt per entry form)

____ 13 Best Pin or Button

____ 14 Best Miscellaneous Clothing (hat, apron, jacket, vest)

____ 15 Best Other Merchandise

Other: Criteria: Well organized, clarity of message, include supporting materials.

____ 16 Best Event within an Event

____ 17 Best New Event (must be first time)

____ 18 Best Volunteer program

____ 19 Best Volunteer

____ 20 Best Vendor or Supplier

____ 21 Best Direct Mail Piece - by Vendor or Supplier (include actual piece)

GFEA, P. O. Box 965296, Marietta GA 30066

IFEA, Kaleidoscope Awards, 2603 Eastover Terrance Boise ID 83706

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