



HAAS & WILKERSON INSURANCE
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International Festivals & Events Association Pinnacle Awards Competition Call for Entries

WIN THE RECOGNITION YOUR EVENT DESERVES...

Each year, the International Festivals & Events Association recognizes outstanding examples of quality and creativity in the promotional programs and materials produced by its 2,000 member festivals and events around the world, with the Haas & Wilkerson Pinnacle Awards.

This prestigious awards competition strives for the highest degree of excellence in festival and event promotions, and in doing so, has raised the standards and quality of media promotions industry-wide. Event promotions of nearly every type and size will have the opportunity to be recognized, as entries are categorized into organizations with similar sized budgets. The IFEA membership has been an outstanding example of how event producers can use innovation and creativity to achieve higher goals.

One of the goals of IFEA is to promote the professionalism of our members and the festivals and events industry. Therefore, to add impact to winning organizations and the industry as a whole, the IFEA will send a press release to your media list explaining the award and the competition. Your organization will be recognized for taking part in raising the level of professionalism in the industry while at the same time improving your community.

So gather your items, fill out the entry form, and send it off to be judged against the best in the festivals and events industry. Then get ready to hear your organization's name announced at the 51st Annual IFEA Convention & Expo this September, in Ontario, Canada!

THE CONTEST

DEADLINES

- OFFICIAL ENTRY DEADLINE: 5:00 p.m. (MST), FRIDAY, JUNE 30, 2006
- LATE ENTRY DEADLINE: 5:00 p.m. (MST), FRIDAY, JULY 14, 2006

Late entries will be accepted between July 1 and July 14, 2006 at an additional cost of \$5 per entry.

THE WINNERS

- The 2006 IFEA/Haas & Wilkerson Pinnacle Award winners will be announced during the 51st Annual IFEA Convention & Expo in Ontario, Canada, September 18-22, 2006.
- Members submitting entries for the Grand Pinnacle category must register at least one person for the 51st Annual IFEA Convention & Expo in Ottawa, Canada.
- Award plaques that are not picked up at the conference by the winning organization, will be mailed to the recipient after the conference, at the recipients expense.
- Gold, Silver and Bronze winning entries will be on display during the 51st Annual IFEA Convention & Expo in Ontario, Canada, September 18-22, 2006.

THE JUDGES

The judges are recognized professionals in the areas of graphics, promotions and public relations, broadcast and special events planning and management.

ELIGIBILITY

- Must be an IFEA member in good standing to enter.
- Items submitted are NOT able to be returned.
- Entries must be submitted in their original format. (Duplicates or printing proofs will not be accepted.)
- Entries must have been produced and/or used for the first time between August 1, 2005 and July 30, 2006.
- 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.
- 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).
- Each entry form submitted must be completed properly in order for items to be judged eligible.
- For all entries, please clip or pin entry form to item. Please do not glue or tape form to item.

SHIP ENTRIES TO:

Nia Forster, Awards Program Coordinator
Pinnacle Awards Competition
International Festivals & Events Association
2601 Eastover Terrace, Boise, ID 83706, USA
Phone: 208-433-0950 ext: *814

QUESTIONS?

- Contact: Nia Forster at Phone: 208-433-0950 ext: *814 or Email: nia@ifea.com
- For additional information, check the Industry Honors Section at www.ifea.com
- Check out the Industry Honors Section also for Helpful Hints and Pointers!

THE GRAND PINNACLE BROADCAST CATEGORIES

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

1 Grand Pinnacle

Criteria: Well organized; professional content; clarity of message; design and layout: creativity &/or uniqueness; supporting materials; and measurable results. Does the entry relay the image of the event? What is the overall impression?

Requirements: Submit entry within a notebook, providing a 1-2 page overview stating the event's:

- Purpose/mission
- Overall revenue and expense budget
- Attendance
- Staffing numbers and positions
- Volunteer count
- Event dates
- Types of activities included under the festival/event umbrella
- Founding/incorporation date and management system (i.e.: 501©3 non-profit staff & volunteer board; city managed; profit-making partnership, etc.)

Additional Requirements: Please also include within notebook, supporting materials providing detailed examples of the event's:

- History
- Promotional & marketing campaigns
- Marketing materials
- Merchandise programs
- Volunteer program
- Media outreach
- Website
- Descriptions of any special programs

Additional Notes:

- Displays are encouraged but **MUST** be limited to a single black 36" by 48" flat display board and must be accompanied by the other more detailed information referenced above.
- Oversized displays will be disqualified without refund.
- This entry is separate from all other categories and divisions. Judges will not refer to, or transfer items from other categories.
- Members submitting entries for the Grand Pinnacle category must register at least one person for the 51st Annual IFEA Convention & Expo in Ottawa, Canada.

Television

Criteria: Does the entry relay the image of the event? Does it use creativity and/or uniqueness? What is the overall impression?

Requirements: Submit video entries in standard 1/2" VHS or DVD format. Label videos and tape entry form to case. Cue video to starting point. Only one spot per tape.

- 2 Best Sponsor Solicitation Video (please include detailed description of measurable sponsorship results)
- 3 Best TV Promotion (ad spot or PSA)
- 4 Best Full Length TV Program (local promotion)
- 5 Best Full Length TV Program (national promotion/syndication)
- 6 Best Event Video (for sale)

Radio

Criteria: Does the entry relay the image of the event? Does it use creativity and/or uniqueness? What is the overall impression?

Requirements: Submit item 7 on a labeled audio cassette or compact disc with the entry form taped to the case. Only one spot per tape/CD.

- 7 Best Radio Promotion (ad spot or PSA)

Multimedia

Criteria: Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

Requirements: For categories 8 & 9, submit address of working website. Site will be reviewed online by judges.

- 8 Best Event Website (submit web address only) (if website to be judged is no longer active due to event being over, please save website to a CD in order to be judged)
- 9 Best Organizational Website (submit web address only)
- 10 Best Event/Organization E-Newsletter (send printed versions)
- 11 Best Miscellaneous Multimedia (includes but is not limited to items such as: Screen Savers, Live Webcasts, Electronic Billboards, etc.)

Continued

AWARDS

PRINT CATEGORIES

Bound/Multiple Page Entries

Criteria: Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

Requirements: Submit categories 12-18 with the entry form securely paper clipped to the back.

- 12 Best Event Program (interior 3 or less colors)
- 13 Best Event Program (interior 4 or more colors)
- 14 Best Newspaper Insert/ Supplement (must be on newsprint)
- 15 Best Promotional Brochure (3 or less colors)
- 16 Best Promotional Brochure (4 or more colors)
- 17 Best Event/Organization Newsletter (submit three consecutive issues)
- 18 Best Miscellaneous Printed Materials (includes direct mail pieces, cookbooks, annual reports, etc.) (one item per entry)

Single Page Entries

Criteria: Clarity of message; design and layout; creativity or uniqueness; and overall appeal.

Requirements: Submit categories 19-20 in a poster mailing tube. Do not mount on poster board. Submit categories 21-27 mounted on a single, black display board with a maximum of 2 inch margins. Only one entry per board.

- 19 Best Promotional Poster (not for sale)
- 20 Best Commemorative Poster (for sale)
- 21 Best Cover Design (submit cover only)
- 22 Best Single Newspaper Display Ad (must be on newsprint)
- 23 Best Single Magazine Display Ad
- 24 Best Ad Series (submit a maximum of 5)
- 25 Best Event Photograph (8"x10" size)
- 26 Best Miscellaneous Printed Materials (includes fliers, maps, invitations, etc.) (one item per entry)
- 27 Best Street Banner (submit photo of banner if available)

Sponsorship/Fundraising

Criteria: Well organized; professional content; clarity of message; creativity; supporting materials & measurable results and overall appeal.

Requirements: Submit categories 28 - 29 in a notebook along with a written description of the presentation, effectiveness and any necessary explanation.

- 28 Best Solicitation Package
- 29 Best Sponsor Follow-up Report (Print or Electronic Format accepted)

Requirements: Submit categories 30-32 in a notebook including a detailed description of the program, its purpose/objective; sponsor activation, involvement and outreach; how goals/objectives were met and overall effectiveness.

- 30 Best Single New Sponsorship Program (New activity/program within Event to recruit a sponsor)
- 31 Best Overall Sponsorship Program
- 32 Best Sponsor

PROMOTIONAL CATEGORIES

Community/Relations

Criteria: Well organized; professional content; clarity of message; creativity or uniqueness; supporting materials & measurable results (clippings, photos etc.); and overall appeal.

Requirements: Submit categories 33 - 42 in a notebook with a detailed description of the program, explaining the background of the project, its purpose/objective, and its overall effectiveness. Please include samples/photos of how the program worked, including printed materials, signage, promotions and merchandising, and measurable results.

- 33 Best Environmental Program
- 34 Best Volunteer Program
- 35 Best Educational Program
- 36 Best Event/Program within an Event to Benefit a Charity
- 37 Best Community Outreach Program (Benefiting the Community)
- 38 Best New Fundraising Program (Benefiting the Festival/Event)
- 39 Best New Promotion
- 40 Best New Event (within an existing festival)
- 41 Best Children's Programming
- 42 Best Vendor/Supplier

Continued

AWARDS

PINNACLE

Media Relations

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

Criteria: Well organized; clarity of message; creativity or uniqueness; supporting materials; measurable results (clippings, etc.) and overall appeal.

Requirements: Submit categories 43 - 45 in a notebook with a typed detailed description; samples of print materials; press releases; news clippings; photographs and/or video and/or audio documentation; news coverage; and any measurable results.

- 43 Best Press/Media Kit
- 44 Most Creative/Effective News Stunt
- 45 Best Media Relations Campaign
(see below requirements)

Requirements: For category 45, provide a detailed description of the campaign, explaining its purpose/objective; target audience; types of mediums utilized; measurable results indicating number of publications/cities/states targeted; what % of distribution covered news; and overall effectiveness of the campaign.

NON-EVENT CATEGORIES

Merchandise

Criteria: Creativity; uniqueness; design and layout; usability and overall appeal.

Requirements: Submit categories 46-50 as is. Please do not mount merchandise items on poster board – except Best Pin or Button. See additional requirements for category 51.

- 46 Best T-shirt Design (no collared shirts)
- 47 Best Pin or Button (please mount on poster board with 2 inch margins maximum)
- 48 Best Hat
- 49 Best Other Merchandise
- 50 Best Miscellaneous Clothing
- 51 Best Overall Merchandising Program
(see below requirements)

Requirements: Submit category 51 in a notebook with a written report explaining merchandising program; goals & objectives; overall effectiveness; target market; community support and measurable results indicating number/variety of items and income/expense. In addition, please provide samples or photos of all souvenir/novelty items available prior to or during the event.

For Suppliers or Associations

Criteria: Clarity of message; design and layout; creativity or uniqueness; organization; usability and overall appeal.

Requirements: Submit categories 52 - 54 on a single, black display board (margins 2 inches max). Only one entry per board. Only one item per entry.

- 52 Best Single Display Ad
- 53 Best Company Image Pieces
(letterhead, envelopes, logo, etc.)
- 54 Best Direct Mail Piece or Brochure
- 55 Best New Product or Service (see below requirements)

Requirements: Submit category 55 in a notebook explaining new product or service; goals & objectives; overall effectiveness; target market; and measurable results.

Educational Institutions Offering Event Management Programs

Criteria: Well organized; professional content; clarity of message; supporting materials & measurable results; and overall appeal.

Requirements: Please provide student recruiting and marketing materials for program; complete outline and syllabus of course(s); testing requirements; tuition costs; time frame; number of students enrolled; number of staff members and date program was founded.

- 56 Best 2 Year Event Management Degree
- 57 Best 4 Year Event Management Degree
- 58 Best Event Management Certification Program
- 59 Best Online Event Management Training Program

Just For Fun Category

- 60 Best Promotion Publicizing an IFEA/Haas & Wilkerson Pinnacle Award Win (No Charge to enter this Category)

Criteria: Well organized; professional content; clarity of message; creativity or uniqueness; supporting materials & measurable results; and overall appeal.

Requirements: Submit category 60 in a notebook with a detailed description of promotion; its purpose/objective; and its overall effectiveness. Please explain what winning an IFEA/Haas & Wilkerson Pinnacle Award has meant to your event; how you have used it to your advantage; how it has enhanced your presence within community and if/how it has increased leverage/funding/sponsorship for event. Include measurable results indicating samples/photos of how the promotion worked; media clippings; signage; and IFEA/Haas & Wilkerson Pinnacle Winner Logo placement. Also state years participated in Awards Program and average number of entries submitted/won each year.



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ENTRY FORM

ENTRY FORM REQUIREMENTS

- Please submit one overall entry form with total payment - listing all entries.
- 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.
- 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.

ENTRANT INFORMATION (Tip: Complete this section, then make copies for each entry.)

Organization: _____ Membership #: _____
 Contact Person: _____
 Name of Event: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____
 E-mail: _____ Website: _____

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. Your entry into the competition is acknowledgement of these terms.

BUDGET INFORMATION:

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. Please note new budget categories.

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

The above section must be completed on all entry forms.

ENTRY INFORMATION

Duplicate as needed.

Category Title (required): _____ Category Number (required): _____

To help distinguish between items – please provide a brief Description of Entry:
 (i.e.: black T-shirt with fish; or Photo entitled "Fireworks over Capital") _____

The above section must be completed twice for each entry. One copy attached to each individual entry, and one copy attached to payment form.

PAYMENT INFORMATION

This section must be completed ONCE and payment attached for all entries combined.

Entries must be received with payment by 5:00 p.m. June 30, 2006 (MST) to be eligible. If you are unable to meet this deadline, late entries will be accepted between July 1, 2006 and July 14, 2006 at an additional cost of \$5 per entry. Questions? Contact Nia Forster at nia@ifea.com or 208-433-0950 ext: *814.

List all category numbers entered (e.g. 1, 2, 2, 3, 5, 7...): _____

Entries Submitted Before June 30, 2006. Please Use Entry Fees Below.

Entries Submitted Between July 1 and July 14, 2006. Please Use Entry Fees Below.

- | | |
|--|-------------------------|
| <input type="radio"/> Grand Pinnacle:1 entry x \$50 = \$..... | 1 entry x \$55 \$ _____ |
| <input type="radio"/> Broadcast Entries (categories 2-10):entries x \$30 = \$..... | entries x \$35 \$ _____ |
| <input type="radio"/> Printed, Promotional and Non-Event Entries:entries x \$30 = \$..... | entries x \$35 \$ _____ |
| <input type="radio"/> Best Promotion Publicizing an IFEA/Haas & Wilkerson Award Win:1 entry x FREE = \$..... | |

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

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

Signature: _____ Print Name: _____

Credit Card Number: _____ Validation# (last 3 digits of code# on back of card): _____ Expiration Date: _____

Credit Card Billing Address: _____

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
- Review all rules for entry submission – go to: Industry Honors at www.ifea.com for more info