



EXCELLENCE AWARD WINNERS

The North Carolina Association of Festivals & Events is proud to announce the 2022 ShowFest Excellence Awards winners. The winners were announced at the ShowFest 2022 – Event Innovators Conference held at the Hilton Charlotte University Place Hotel on January 30-31, 2022. Conference attendees included festival & event planners and industry professionals. The awards program allows the association to honor and recognize festivals & events that took place during the 2021 calendar year.

CONGRATULATIONS TO OUR WINNERS!

Overall Awards

Event of the Year:	Moonlight on Main - Belmont, NC:
Director of the Year:	Tom Harrison, NC Black Bear Festival - Plymouth, NC
Sponsor of the Year:	Smithfield Foods, nominated by Blue, Brew & 'Que Festival and NC Pickle Festival, Pickles, Pigs & Swigs Event
Volunteer of the Year:	Cindy Boring, NC Whirligig Festival – Wilson, NC
Rising Star of the Year:	Ocean Fest – Surf City, NC
Event Associated with an Event:	Moonlight on Main, GOBO Art Walk – Belmont, NC
Best Outreach Program:	Ocean Fest – Surf City, NC
Supporting Member of the Year:	Emerald Owl Production – Emerald Isle, NC
Best Children's Program:	no entries
Best Virtual Event:	no entries

Event Awards

Andy Smith Exhibitor Award:	Ed's Dinosaur Live – Concord, NC <i>People's Choice during ShowFest conference</i>
Best Supporting Member website:	brioLIVE – Kannapolis, NC
Best Non-Print Media:	Billboard by NC Seafood Festival – Morehead City, NC <i>TV, Radio, Billboard or PSA</i>
Photo of the Year:	Moonlight on Main – Belmont, NC
Best Social Media:	Ocean Fest – Surf City, NC
Best Sponsorship Packet:	NC Whirligig Festival – Wilson, NC
Best Event website:	Ocean Fest – Surf City, NC
Best Press Kit:	no entries
Student Choice Award:	Surfboard by Ocean Fest – Surf City, NC

Promotional Awards*

Best Merchandise – variety of items, including but not limited to pins, ornaments, cups, give away items, clothing (excluding t-shirts), etc...

Small – Apron by the Blue, Brew & 'Que Festival – Kenansville, NC

Medium – Recyclable Beer 4 pack by Ocean Fest – Surf City, NC

Large – no entries

Best Brochure - tri-fold, bi-fold, color or black & white

Small – no entries

Medium – NC Whirligig Festival – Wilson, NC

Large – Moonlight on Main – Belmont, NC

Best Print Media - printed includes newspaper ad, magazine, billboard, flyers, handouts and additional print items such as programs, invitations, calendars, etc... (excluding brochures)

Small – Festival Flyer by the Blue, Brew & 'Que Festival – Kenansville, NC

Medium – Tabloid by the NC Whirligig Festival – Wilson, NC

Large – no entries

Best Event Poster - promotional or fine arts image

Small – Promotional by the Annual Blueberry Drop – Burgaw, NC

Medium – Promotional by the NC Whirligig Festival – Wilson, NC

Large – Fine Arts by the NC Seafood Festival – Morehead City, NC

Best Event T-shirt - includes one and multi-color printed shirts

Small – Blue, Brew & 'Que Festival – Kenansville, NC

Medium – Ocean Fest – Surf City, NC

Large - NC Seafood Festival – Morehead City, NC

*Event categories are based on overall operating budget, not attendance.

Small = Under \$50,000

Medium = \$50,000 - \$100,000

Large = Over \$100,000