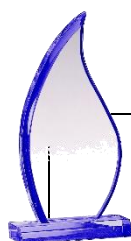




# ShowFest Excellence Awards

Presented by **eventeny**

*You got to be IN it – to WIN it!*



## Overall Awards

Event of the Year  
Director of the Year  
Volunteer of the Year  
Sponsor of the Year  
Supporting Member of the Year  
Best Virtual Event of the Year  
Rising Star(New Event)  
Event Assoc w Event  
Best Children's Program  
Best Outreach Program

## Event Awards

Best Press Kit  
Best Non-Print Media  
Best Event Photo  
Best Sponsorship Packet  
Best Event Website  
Best Social Media  
Best Supporting Member  
Website



## Promotional Awards

Best Merchandise  
Best Brochure  
Best Print Media  
Best Event Poster  
Best T-shirt



## Conference Awards

Best ShowFest Exhibitor  
Student Choice Award

*Bragging rights bring Sponsors & Credibility!*

**January 12, 2022**

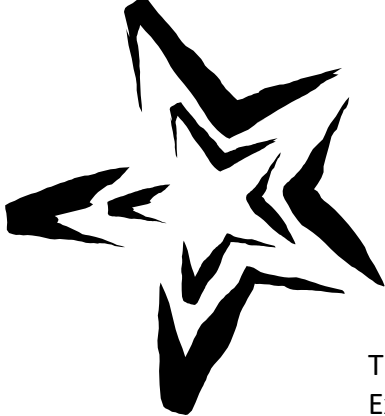
Advanced deadline for Overall Awards, electronic submissions due by 8 pm.

**January 29, 2022**

On-site deadline for Events & Promotional Awards, in person submission due by 5 pm.

For more information go to: [NCFestivals.com](http://NCFestivals.com)

\$10 per entry



# ShowFest Excellence 2022 Awards



The 2022 ShowFest Awards Committee is excited to offer this year's ShowFest Excellence Awards to members of the North Carolina Association of Festival & Events. ShowFest will be held Saturday – Monday, January 29-31, 2022.

Awards are part of the industry's reward and recognition programs. The ShowFest Excellence Awards are a long standing tradition of highlighting the best and brightest of festivals, events and associates across the Carolinas. Our full membership is dedicated to identifying the professionals that raise the bar and provide outstanding examples. We also use this program as a way to set new goals and standards for the profession. We can all learn from each other and give a hardy round of applause to those who distinguish themselves with great work.

Award nominations are a benefit of membership and open to those festivals, events and supporting members that are full members and have paid in full their membership dues. Membership dues for the year in which the nominated event was held must be paid prior to the nomination submission. Membership includes regular members, supporting members, educational members and legacy members.

Caution for Events that are *Calendar Listings* on NCAF&E website – As part of membership benefits festivals and events may pay additional fees to have an additional 2 events included on the associations calendar of events. However, additional calendar events are not considered members and do not receive the same benefits of full membership. Additional calendar listed events do not have voting rights, may not have logos posted on the website and are not be eligible for the annual association awards program.

Award winners will be announced on Monday, January 31 as part of the ShowFest Awards Luncheon. Acrylic awards will be presented for the *Overall Recognition* categories. Award Certificates will be presented for the *Event and Promotional Recognition* categories.

If you have questions, please contact the NCAF&E Office or the Awards Committee Co-Chairs.

NC Association of Festival & Events  
P.O. Box 1642, Lexington, NC 27293  
info@ncfestivals.com, 1-877-NC FESTS

#### Awards Committee Co-Chairs

Theresa Mathis, tmathis@wilsonnc.org, 252-205-2704  
City of Wilson and NC Whirligig Festival

Jef Lambdin, woole@mindspring.com, 910-733-2609  
The InterACTIVE Theatre of Jef

Presented by  
**eventeny**

## **How to Submit Nominations:**

- **Overall Recognitions Awards (#1-10) Advanced Deadline – Wednesday, January 12, 2022 by 8 pm.**
  - Submit all electronic nominations to: **ShowFestAwards@gmail.com**
  - Submit one email per entry to avoid rejection due to size. Include the nomination form, event logo and supporting documents.
  - Identify your entry in the email subject line with Event name and Award category. If submitting multiple nominations, please use same Event name in each subject line.  
*Examples:* Kite Festival – Director of the Year or Kite Festival – Best Website  
*Bad example:* NC Kite Festival – Director and then Kite Festival of NC – Website
  - Late entries will not be accepted. These awards will be reviewed and judged prior to the conference.
- **Event and Promotional Awards (#11-22) - Conference Deadline - Saturday, January 29, 2022 by 5 pm.**
  - The entries for these awards can be mailed in or accepted on-site prior to the start of the conference.
  - All entries must be submitted on Saturday, from 12 noon p.m. to 5:00 p.m. in the identified awards room near the conference registration area.
  - Entry closes at 5:00 pm. Late award nominations will not be accepted.
  - USB/Flash drive must be submitted on site with the event logo as well as a digital images of the submissions being nominated in .jpeg, .gif or .pdf format. This is not in lieu of a hard copy but will be used in the award ceremony should the nomination be selected. Label flash drive with organization/event & place with entry form. The USB/flash drive can be returned.
- **Mail-in Nominations:** Event and Promotional award nominations can also be shipped in advance to the NCAF&E Office at 337 Dixon Street, Lexington, NC 27292 or mailed to P.O. Box 1642, Lexington, NC 27293.
  - Shipped & mailed entries must be received by Monday, January 24, 2022.
  - When mailing multiple boxes of nominations, please label each box, for example: “Box 1 of 5” so the NCAF&E office staff will be assured all your nominations have arrived safely.
- Final awards judging will be held on site during Saturday evening by nonpartisan judges.
- In recommendation letters, give details, tell the stories, and help the judges really understand the full impact of the situation. Brief is great for speeches and prayers, but not here – tell it all!
- Remember, for most categories, you do not have to be present to win – so everyone can enter!
- If your award submission is smaller than a sheet of paper, please place it in an 8 ½ x 11 protective sleeve and attach it to the form - this helps us keep track of the smaller items.
- If your award submission can be duplicated, ex: letters, mass produced merchandise, schedules, and printed materials, please do not ask for them to be returned.
- If you have unique items, that you do need returned, pick up those pieces just prior to awards luncheon. We know everyone is in a hurry to pack, but please pick up entries. Any items not picked up will become property of NCAF&E and will be used or discarded in the manner best seen fit by the office staff.



# 2022 ShowFest Excellence Awards

While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look within our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition. Acrylic awards will be presented during the awards luncheon.

## **Overall Recognition – Advance Deadline, Wednesday- January 12, 2022 by 8 pm.**

Submit all electronic nominations to: [ShowFestAwards@gmail.com](mailto:ShowFestAwards@gmail.com)

One winner will be chosen from the categories below. Overall event submissions will only be accepted electronically and will be reviewed in advance of the conference.

1. **Event of the Year** – This award recognizes the most outstanding event or festival of the year. Do you deserve the title? Nominations must complete the *Event of the Year* award form. The award form includes goals of the event, estimated attendance, paid staff size, volunteer base, schedule of events and overall budget range. The information provided on the form must be complete. Any missing or skipped information will automatically exclude consideration for award. Nominators may adjust the form boxes/space provided for each question, but the submission must remain within the (2) pages max. Along with the form, nominators must attach a copy of the schedule or program guide and a maximum of six (6) slides of photos or materials for review. The association encourage all *Event of the Year* nominees to set up an event display during ShowFest to help others learn about prestigious programs. The display is not required and will not be considered as part of the judging. Displays are typically are presented on a tri-fold stand with a variety of photographs and festival materials. Please note: Those submitting a nomination for the *Event of the Year* award must have a representative from their organization attend ShowFest.
2. **Director of the Year** – This award recognizes excellence in event management. Nominees should have demonstrated leadership, competence, achievement, ethical standards and a strong commitment to the festival industry. Please include a description of the nominee's contributions to the festival industry, as well as to their particular festival or event. Submissions may be two-typed pages maximum. Those submitting a nomination for the *Director of the Year* award must have a representative from their organization attend ShowFest.
3. **The "Besty Rosemann" Volunteer of the Year** – Named after long time member of NCFA&E, we are looking for that special person, or group, that was invaluable to the success of your festival or event. Please include a detailed description of what this person/group does to make your event a success and why you feel they deserve the award. Submissions may be one-typed page maximum and must include a photograph of the volunteer.
4. **Sponsor of the Year** – This award is given to recognize the business, civic or service organization whose outstanding financial support and/or manpower to the festival/event sets an example for others in the community to follow. Please include a detailed description of what the sponsor has done for your event and why they deserve this award. Submissions may be one-typed page maximum and should include a photograph or logo of sponsor.

5. **Supporting Member of the Year** – A supporting member, associate, or business that provides a service or product to the festival and event industry, but is not directly engaged in the management of the event. The nominee must be a NCFA&E member who has shown exceptional leadership and cooperation in assisting event staff to meet their goals. Please include a detailed description of what the member does to set themselves apart, and why they deserve this award. Submissions may be two-typed pages maximum and should include a photograph or logo of supporting member.
6. **Virtual Event of the Year** – This award recognizes the most outstanding virtual event or festival of the year. Whether big or small, programs that forged forward in uncertain times provided their community with uplifting events. Submissions may be two-pages typed maximum describing the decision to go virtual verses cancelling the event, details of the event, obstacles overcome, community partners included, goals of the event, staffing, volunteers, schedule, overall budget and community response. Along with the recommendation, you may include a maximum of six slides/pages with photographs or additional event documents for review.
7. **Rising Star Award** - This award is given to recognize new events or festivals that are only 1-3 yrs old. We are seeking events that provide a unique experience for their community. Please include when the event started, the goal, focus or purpose of the event, a listing of the key partners for the event, overall budget amount, estimated attendance and summary of growth, and basic event information such as schedule, promotions and merchandise. Submissions may be two-typed pages maximum. Previous winners may not re-apply. Photos and supporting materials are limited to two additional pages.
8. **Event Associated with an Event** – This award is given to recognize new events or activities held associated with an established event or as an event-within-an-event. We are seeking new events that provide additional unique experiences. Please include why and how the additional event was added. Include any key partners, additional expenditures, estimated participation and how the additional event supported your main event. Submissions may be one-typed page maximum. Photos and supporting materials are limited to two additional pages.
9. **Best Children’s Program** – This is for festivals that have programming exclusively for children under 12 years of age. Please describe the purpose and objective of the program for children. Provide a detailed description of how this idea came into fruition and how it was implemented. Submissions may be one-typed page maximum. Photos and supporting materials are limited to two additional pages.
10. **Best Community Outreach Program** – For events and festivals that benefit or support a community initiative, raise awareness, raise funds that benefit a cause or hold additional programs for community outreach. Outreach can include coronavirus awareness or COVID 19 programming. The program may be held anytime throughout the year. It is not limited to your main event/festival. Provide detailed description of how this program supports the community, the purpose of the program, description of the cause or charity, how it was selected and how the program was implemented. Provide explanation of how the outreach ties into your main event/festival. Submissions may be one-typed page maximum. Photos and supporting materials are limited to two additional pages.

*Note: The Green Award has been discontinued.*

### **Event Recognition** - Conference Deadline – Saturday - January 29, 2022 by 5 pm.

One winner will be chosen in the following categories. NCAF&E certificates will be presented to winners during the awards luncheon.

11. **Best Press Kit** – includes printed and web based information, sample must be provided on site
12. **Best Non-Print Media** - TV, Radio, Newspaper, Internet or PSA; submit a CD containing file and written script in case of electronic incompatibility
13. **Best Event Photo** – color or black & white; photograph only (*not computer generated/manipulated*)
14. **Best Sponsorship Packet** – includes printed and web based information, sample must be provided on site
15. **Best Event Website** – internet presence or social media; website must be live and have content to be judged. If your event has passed, please reactivate by January 10 for proper judging. Must submit printed copy of the web home page with web address for review.
16. **Best Festival Social Media** - Examples of social media include, but are not limited to Facebook, Twitter, YouTube, webcasts, blogs, Instagram, Flickr, Smartphone App. Include a screenshots of the platform and tell a brief story of how it was used, audience engagement, navigation ease, visual impact, original to event, and the impact on your festival. Please submit no more than three screenshot pages printed and stapled to the application with copy of web URL address (<http://>) or app download name. Entries can be considered as a “campaign” with multiple examples or each social media platform (Facebook or Twitter or App) can be considered separately, which will require separate nomination forms and payments.
17. **Best Supporting Member Website** - Seeking nominations of NCAF&E best supporting member that provides valuable information through the internet. Submissions should include distinct examples of how the internet presence helps planners or associates communicate details or make decisions regarding event planning. Entry must include a printed copy of the web home page with web address for review. Submissions may be one-typed page maximum.

### **Promotional Recognition** - Conference Deadline – January 29, 2022 by 5 pm.

NCAF&E certificates will be presented to winners during the awards luncheon.

Three winners will be chosen for each award, one from each classification:

- a) Small – festival overall budget of \$50,000 or under
- b) Medium – festival overall budget of \$50,000 - \$100,000
- c) Large – festival overall budget of \$100,000 or above

18. **Best Merchandise** (S/M/L) – any type of merchandise sold or given away during the event, including but not limited to pins, ornaments, cups, hats, pens, lanyards and clothing (*excluding tshirts*)
19. **Best Brochure** (S/M/L) – any type of printed tri-fold, bi-fold, tabloid, etc.. color or black and white

20. **Best Print Media** (S/M/L) – any type of advertisement in a newspaper, magazine, on a billboard, flyers, handouts, and additional print items such as invitations, calendar, rack card, post card, programs, etc... *(excluding brochures)*
21. **Best Event Poster** (S/M/L) – any size or style including promotional, fine arts or graphic design
22. **Best T-shirt** (S/M/L) – includes long sleeve, short sleeve, one color or multi-color printed shirts

### **Conference Recognition -**

No entry forms required. NCAF&E certificates will be presented to winners during the awards luncheon.

23. **The “Andy Smith” Best ShowFest Exhibitor** - Named after a long time member of NCFA&E, during ShowFest, conference attendees will vote and select the people’s favorite exhibitor based on interactions and display from those participating in the Exhibit Hall. No entry required and all exhibitors are automatically nominated and eligible.
24. **Student Choice Award** – students from affiliated colleges and university that are attending ShowFest will select one item from all the merchandise entries (#19-S/M/L) to designate the top winner. No entry forms are required and all submissions will be automatically considered.

# ShowFest Excellence Awards

## 2022 – Event of the Year Nomination



<b>Name of Festival or Event:</b>		<b>Date of Event:</b>	
<p><b>Submit all electronic nominations to: ShowFestAwards@gmail.com by Wednesday - January 12, 2022 by 8 pm.</b></p> <p><b>Instructions:</b> Nominations for <i>Event of the Year</i> must use this form for consideration. Information provided must be complete; missing or skipping information will automatically exclude consideration for award. Nominators may adjust the boxes/space provided for each question, but the submission must remain at (2) pages max. Nominators must attach a copy of the schedule or program guide. Nominators may attach up to 6 slides of photos in addition to the information provided below.</p> <p><b>Reminder:</b> Those applying for <i>Event of the Year</i> must have a representative from their organization attend ShowFest. The association encourages all nominees to set up an event display during ShowFest to help others learn about prestigious programs. The display is not required and will not be considered as part of the judging. Displays typically are presented on a tri-fold stand with a variety of photographs and festival materials.</p>			
<b>Mission, purpose or general description of event:</b>			
<b>How many years has the event been held?</b>		<b>Board member size:</b>	
<b>Average Attendance:</b>		<b>Number of paid staff positions:</b>	
<b>Number of volunteers:</b>		<b>Overall Budget – check one</b> <input type="checkbox"/> Small = Overall Budget of \$50,000 or under <input type="checkbox"/> Medium = Overall Budget of \$50,000 - \$100,000 <input type="checkbox"/> Large = Overall Budget \$100,000 +	
<b>Page 1 of 2</b>			



***How does the event impact the community?***

***Share about any special events:***

***What makes this festival/event unique?***

***Share about any special events or highlights added to the festival/event. Or, how the festival has changed/grown to adapt to new community needs.***

***Provide any additional information you would like the review committee to know about your festival/event.***

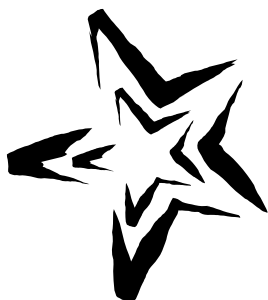
Provide the following:

Presented by: **eventeny**

- ☐ Attach a schedule of events or program guide.
- ☐ Attach up to six (6) slides of photos
- ☐ **Submit** all electronic nominations to: **ShowFestAwards@gmail.com** by Wednesday – January 12, 2022 by 8 pm.

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

**Page 2 of 2**



# NCAF&E ShowFest Excellence Awards 2022 Nomination Form

(use one form per entry)

**Presented by: eventeny**

Event Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ★ Individual Awards: (awards #2-5)

Nominee Name: \_\_\_\_\_

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

Nominee Phone: \_\_\_\_\_

Nominee Email: \_\_\_\_\_

☐ Letter of recommendation is attached.

## Advanced Deadline for Overall Awards (#1-10)

**Wednesday – January 12, 2022 by 8 pm.** Submit one email per entry to avoid rejection due to size.

Send to: **ShowFestAwards@gmail.com**

## On-site/Conference Deadline for Event & Promotional Awards (#11-22) Saturday - January 29, 2022 by 5:00 pm.

Make sure to mark if you want the item returned. →

**Mail-in/Shipping Deadline:** If not attending the conference, all mail in entries must arrive by Monday, January 24, 2022 to:

- For USPS: NCAF&E P.O. Box 1642, Lexington, NC 27293
- For UPS & FedEx: NCAF&E c/o Saintsing Services, Inc.  
337 Dixon Street, Lexington, NC 27292

**Payment Note:** Payment must be received by January 29.

One check payment may cover several entries, but the check number must be included on each entry form for tracking and documentation.

## Overall Awards (advanced deadline)



- ☐ 1 - Event of the Year
- ☐ 2 - Director of the Year
- ☐ 3 - Volunteer of the Year
- ☐ 4 - Sponsor of the Year
- ☐ 5 - Supporting Member of the Year
- ☐ 6 - Best Virtual Event of the Year
- ☐ 7 - Rising Star Award
- ☐ 8 - Event Associated with an Event
- ☐ 9 - Best Children's Program
- ☐ 10 - Best Outreach Program

## Event & Promo Awards (on site deadline)

- ☐ 11 - Best Press Kit
- ☐ 12 - Best Non-Print Media
- ☐ 13 - Best Event Photo
- ☐ 14 - Best Sponsorship Packet
- ☐ 15 - Best Event Website
- ☐ 16 - Best Festival Social Media
- ☐ 17 - Best Supporting Member Website
- ☐ 18 - Best Merchandise S M L
- ☐ 19 - Best Brochure S M L
- ☐ 20 - Best Print Media S M L
- ☐ 21 - Best Event Poster S M L
- ☐ 22 - Best T-shirt S M L

## Conference Awards:

- 23 - Best ShowFest Exhibitor
- 24 - Student Choice Award

☐ **Describe Item Attached:** \_\_\_\_\_

*If item is smaller than this form, please place in an 8 1/2 x 11 protective sleeve and attach.*

☐ **USB with logo & photos enclosed**

☐ **Donate Item** or ☐ **Return Item**

## Nomination Fees Payment:

Contact the NCAF&E Office directly to submit an on-line payment..

**Total: \$10 per entry x \_\_\_\_\_ = \$ \_\_\_\_\_**

☐ **On line payment date:** \_\_\_\_\_

☐ **Check #** \_\_\_\_\_

Make checks payable to: **NCAF&E**

**Mail to: PO Box 1642, Lexington, NC 27292**

☐ **Mailed Entries:** How many boxes? \_\_\_\_\_