



Excellence Award Winners 2023

The North Carolina Association of Festivals & Events is proud to announce the 2023 ShowFest Excellence Awards winners. The winners were announced at the ShowFest 2023 – Event Innovators Conference held at the Hilton Charlotte University Place Hotel on January 29-30, 2023. 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 2022 calendar year.

Congratulations to our winners!

Overall Awards

Event of the Year:	Oceanfest – Surf City, NC
Director of the Year:	Mark Anders with Oceanfest – Surf City, NC
Supporting Member of the Year:	brioLIVE – Kannapolis, NC
Sponsor of the Year:	New Belgium Brewing Company, Flat Tire Brand with Oceanfest – Surf City, NC
Volunteer of the Year:	Michael McHarg with NC Whirligig Festival - Wilson, NC
Rising Star of the Year:	Holiday on Hay Street with Fayetteville Arts, Fayetteville, NC
Event Associated with an Event:	MADE Competition with Historic Morganton Festival - Morganton, NC
Best Outreach Program:	Ocean Fest – Surf City, NC
Best Children’s Program:	NC Fossil Festival – Aurora, NC

Event Awards

Andy Smith Exhibitor Award:	Captain Jim is Magic – Colfax, NC <i>People’s Choice during ShowFest conference</i>
Best Supporting Member website:	brioLIVE – Kannapolis, NC

Best Non-Print Media:	NC Whirligig Festival - Wilson, NC <i>for TV, Radio, Billboard or PSA</i>
Photo of the Year:	Harrisburg Fourth of July Celebration – Harrisburg, NC
Best Social Media:	NC Whirligig Festival - Wilson, NC
Best Sponsorship Packet:	NC Black Bear Festival – Plymouth, NC
Best Event website:	NC Black Bear Festival – Plymouth, NC
Best Press Kit:	40 th Annual Fayetteville Dogwood Festival – Fayetteville, NC
Student Choice Award:	Recyclable Beer 4 pack 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 – no entries

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

Large – Souvenir cup, Lexington Barbecue Festival – Lexington, NC

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

Small – no entries

Medium – NC Pickle Festival - Mount Olive, NC

Large – South Carolina Strawberry Festival - Fort Mill, SC

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

Small – Newspaper ad for New Year's Ever Blueberry Drop – Burgaw, NC

Medium – Program booklet for the NC Freedom Fest – Byrson City, NC

Large – Schedule of Events for South Carolina Strawberry Festival – Fort Mill, SC

Best Event Poster - promotional or fine arts image

Small – Tarheel Antique Festival – Efland, NC

Medium – International Festival by Fayetteville Arts, Fayetteville, NC

Large – Lexington Barbecue Festival – Lexington, NC

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

Small – New Year’s Ever Blueberry Drop – Burgaw, NC

Medium – NC Whirligig Festival - Wilson, NC

Large - NC Seafood Festival – Morehead City, NC

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

- Small – festival overall budget of \$25,000 or under
- Medium – festival overall budget of \$25,000 - \$149,000
- Large – festival overall budget of \$150,000 or above