



## Excellence Award Winners 2024

The North Carolina Association of Festivals & Events proudly presents the 2024 ShowFest Excellence Awards winners. The winners were announced at the ShowFest 2024 – Event Innovators Conference held at the Hilton Charlotte University Place Hotel on January 28-29, 2024. 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 2023 calendar year.

## Congratulations to our winners!

### Overall Awards

Event of the Year:	PirateFest – Greenville, NC
Director of the Year:	Christy Craig with Pilot Mountain – Pilot Mountain, NC
Supporting Member of the Year:	Staircase Event & Sponsorship Management – Morehead City, NC
Sponsor of the Year:	R&R Brewing with Pickles, Pigs & Swigs – Mount Olive, NC
Betsy Rosemann Volunteer of the Year:	Joe Rick with Pilot Mountain Outdoor Adventure – Pilot Mountain, NC
Rising Star of the Year:	Pilot Mountain Outdoor Adventure – Pilot Mountain, NC
Event Associated with an Event:	Spray Jam at Luminous Lane with Charlotte SHOUT! – Charlotte, NC
Best Outreach Program:	Deck the Halls/The Pilot Express – Pilot Mountain, NC
Best Children’s Program:	Dinosaurs on Main – Pilot Mountain, NC

## Event Awards

Andy Smith Exhibitor Award:	Madden Ranch – Greenville, NC <i>Student's Choice during ShowFest conference</i>
Best Supporting Member Website:	Staircase Event & Sponsorship Mgmt – Morehead City, NC
Best Non-Print Media:	Lexington Barbecue Festival - Lexington, NC <i>for TV, Radio, Billboard or PSA</i>
Photo of the Year:	NC Black Bear Festival – Plymouth, NC
Best Social Media:	Charlotte SHOUT! – Charlotte, NC
Best Sponsorship Packet:	Pilot Mountain Outdoor Adventure – Pilot Mountain, NC
Best Event website:	South Carolina Strawberry Festival – Fort Mill, SC
Best Press Kit:	Ocean City Jazz Festival – Sneads Ferry, NC
Student Choice Award:	Banner to Beach Bag 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 Blue, Brew & Que Festival – Kenansville, NC
Medium:	Banner to Beach Bag by Ocean Fest – Surf City, NC
Large:	4 Logo Beer Pack, Harrisburg's 50 <sup>th</sup> Anniversary Celebration – Harrisburg, NC

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

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)

Medium:	Festival Signage for PirateFest – Greenville, NC
Large:	Festival Signage for Charlotte SHOUT! – Charlotte, NC

Best Event Poster - promotional or fine arts image

Small:	New Year's Eve Blueberry Drop – Burgaw, NC
Medium:	NC Pickle Festival – Mount Olive, NC
Large:	Lexington Barbecue Festival – Lexington, NC

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

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

Medium: OceanFest – Surf City, NC

Large: Lexington Barbecue Festival – Lexington, 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