

2018 Kaliff Marketing Award Winners

	A	B	C	D	E	F
1	Place	Category	Budget	Organization	Event	
2	2	1 Kaliff Zenith Award	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
3	1	1 Kaliff Zenith Award	Under \$75,000	City of Tomball	July 4th Celebration and Street Festival Presented by Allied Siding and Windows	
4						
5	2	1 Kaliff Zenith Award	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
6	1	1 Kaliff Zenith Award	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
7						
8	3	2 Best TV Promotion	Under \$75,000	Galveston Historical Foundation	Galveston Historic Homes Tour	
9	2	2 Best TV Promotion	Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest	
10	1	2 Best TV Promotion	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	
11						
12	3	2 Best TV Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
13	2	2 Best TV Promotion	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	PalmFest 2018 - International Folk Life	
14	1	2 Best TV Promotion	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand	
15						
16	2	2 Best TV Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
17	1	2 Best TV Promotion	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
18						
19	2	2 Best TV Promotion	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
20	1	2 Best TV Promotion	Over \$750,000	Washington's Birthday Celebration Association	Anheuser-Busch Washington's Birthday	
21						
22	1	3 Best Full-Length TV Promotion (Local	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
23						
24	1	3 Best Full-Length TV Promotion (Local	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
25						
26	1	4 Best Full-Length TV Promotion (National	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
27						
28	3	5 Best Event Video Promotion	Under \$75,000	City of McAllen - Convention Center Facilities	THE PALMS Hidalgo County High School	
29	2	5 Best Event Video Promotion	Under \$75,000	City of Tomball	Honky Tonk Chili Challenge	
30	1	5 Best Event Video Promotion	Under \$75,000	City of Sugar Land	Sugar Land's Halloween Town	
31						
32	3	5 Best Event Video Promotion	\$75,001 - \$250,000	City of Mansfield	Music Alley	
33	2	5 Best Event Video Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
34	1	5 Best Event Video Promotion	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans	
35						
36	1	5 Best Event Video Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
37						
38	3	5 Best Event Video Promotion	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La costeña	
39	2	5 Best Event Video Promotion	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
40	1	5 Best Event Video Promotion	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
41						
42	3	6 Best Radio Promotion	Under \$75,000	City of Tomball	July 4th Celebration and Street Festival	
43	2	6 Best Radio Promotion	Under \$75,000	City of Tomball	Christmas on Commerce	
44	1	6 Best Radio Promotion	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	
45						

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	A	B	C	D	E	F
46	3	6 Best Radio Promotion	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days	
47	2	6 Best Radio Promotion	\$75,001 - \$250,000	City of The Colony	American Heroes: A Salute to Veterans	
48	1	6 Best Radio Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
49						
50	1	6 Best Radio Promotion	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular	
51						
52	3	7 Best Event Website	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
53	2	7 Best Event Website	Under \$75,000	Lubbock Arts Alliance	Lubbock Arts Festival	
54	1	7 Best Event Website	Under \$75,000	City of McAllen	2018 State of the City Address	
55						
56	3	7 Best Event Website	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand	
57	2	7 Best Event Website	\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights	
58	1	7 Best Event Website	\$75,001 - \$250,000	City of Waco	Waco Wonderland	
59						
60	3	7 Best Event Website	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
61	2	7 Best Event Website	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
62	1	7 Best Event Website	\$250,001 - \$750,000	King William Association	King William Fair	
63						
64	3	7 Best Event Website	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
65	2	7 Best Event Website	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
66	1	7 Best Event Website	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
67						
68	1	8 Best Organization Website	Under \$75,000	Texas Fly Fishing and Brew Festival, Inc.	Texas Fly Fishing and Brew Festival	
69						
70	1	8 Best Organization Website	\$75,001 - \$250,000	TSE Entertainment, L.L.C.	TSE Entertainment, L.L.C.	
71						
72	2	8 Best Organization Website	\$250,001 - \$750,000	City of The Colony	City of the Colony Park and Recreation	
73	1	8 Best Organization Website	\$250,001 - \$750,000	Lubbock Arts Alliance	Lubbock Arts Festival	
74						
75	3	8 Best Organization Website	Over \$750,000	Galveston Historical Foundation	Galveston Historical Foundation	
76	2	8 Best Organization Website	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
77	1	8 Best Organization Website	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
78						
79	2	9 Best Event / Organization E-Newsletter	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
80	1	9 Best Event / Organization E-Newsletter	\$75,001 - \$250,000	City of Waco	Brazos Nights	
81						
82	1	9 Best Event / Organization E-Newsletter	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
83						
84	1	9 Best Event / Organization E-Newsletter	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
85						
86	3	10 Best Miscellaneous Multimedia	Under \$75,000	Mr. Amigo Association	Binational 10k Brownsville - Matamoros	
87	2	10 Best Miscellaneous Multimedia	Under \$75,000	Mr. Amigo Association	Hands Across the Border	
88	1	10 Best Miscellaneous Multimedia	Under \$75,000	Quinta Mazatlan	Planta Nativa	
89						
90	3	10 Best Miscellaneous Multimedia	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
91	2	10 Best Miscellaneous Multimedia	\$75,001 - \$250,000	City of Waco	Brazos Nights	

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	A	B	C	D	E	F
92	1	10 Best Miscellaneous Multimedia	\$75,001 - \$250,000	City of Mansfield	Music Alley	
93						
94	3	11 Best Social Media Site	Under \$75,000	Mr. Amigo Association	Mr. Amigo Association	
95	2	11 Best Social Media Site	Under \$75,000	City of Waco	Pints in the Park	
96	1	11 Best Social Media Site	Under \$75,000	City of McAllen - Convention Center Facilities	Sunset Live Outdoor Concert Series	
97						
98	3	11 Best Social Media Site	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
99	2	11 Best Social Media Site	\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights	
100	1	11 Best Social Media Site	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand	
101						
102	3	11 Best Social Media Site	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
103	2	11 Best Social Media Site	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
104	1	11 Best Social Media Site	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
105						
106	3	11 Best Social Media Site	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
107	2	11 Best Social Media Site	Over \$750,000	Galveston Historical Foundation		
108	1	11 Best Social Media Site	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
109						
110	2	12 Best Festival / Event Mobile Application	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
111	1	12 Best Festival / Event Mobile Application	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
112						
113	3	13 Best Single Digital / Social Ad	Under \$75,000	Mr. Amigo Association	Walk of Fame	
114	2	13 Best Single Digital / Social Ad	Under \$75,000	Quinta Mazatlan	Planta Nativa	
115	1	13 Best Single Digital / Social Ad	Under \$75,000	City of Waco	Pints in the Park	
116						
117	2	13 Best Single Digital / Social Ad	\$75,001 - \$250,000	City of Waco	Brazos Nights	
118	1	13 Best Single Digital / Social Ad	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	McAllen International CarFest	
119						
120	1	13 Best Single Digital / Social Ad	\$250,001 - \$750,000	City of McAllen	Christmas in the Park/McAllen Holiday	
121						
122	2	13 Best Single Digital / Social Ad	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular	
123	1	13 Best Single Digital / Social Ad	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La costeña	
124						
125	2	14 Best Digital / Social Ad Series	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
126	1	14 Best Digital / Social Ad Series	Under \$75,000	City of Waco	Pints in the Park	
127						
128	1	14 Best Digital / Social Ad Series	\$250,001 - \$750,000	City of McAllen	Christmas in the Park/McAllen Holiday	
129						
130	1	14 Best Digital / Social Ad Series	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
131						
132	3	15 Best Event Program	Under \$75,000	City of McAllen - Convention Center Facilities	The PALMS Hidalgo County High School	
133	2	15 Best Event Program	Under \$75,000	City of Grapevine Convention & Visitors Bureau	Jazz Wine Trails	
134	1	15 Best Event Program	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan	
135						
136	3	15 Best Event Program	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
137	2	15 Best Event Program	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival	

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138	1	15 Best Event Program	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival	
139						
140	3	15 Best Event Program	\$250,001 - \$750,000	King William Association	King William Fair	
141	2	15 Best Event Program	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
142	1	15 Best Event Program	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
143						
144	3	15 Best Event Program	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
145	2	15 Best Event Program	Over \$750,000	Washington's Birthday Celebration Association	Mr. South Texas Luncheon Hosted by Texas	
146	1	15 Best Event Program	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
147						
148	3	16 Best Newspaper Insert / Supplement	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
149	2	16 Best Newspaper Insert / Supplement	Under \$75,000	Welcome Home RGV	Winter Texan Expo	
150	1	16 Best Newspaper Insert / Supplement	Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest	
151						
152	2	16 Best Newspaper Insert / Supplement	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
153	1	16 Best Newspaper Insert / Supplement	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days	
154						
155	1	16 Best Newspaper Insert / Supplement	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
156						
157	2	16 Best Newspaper Insert / Supplement	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
158	1	16 Best Newspaper Insert / Supplement	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
159						
160	1	17 Best Promotional Brochure	Under \$75,000	Tomball Sister City	Tomball German Heritage Festival	
161						
162	3	17 Best Promotional Brochure	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
163	2	17 Best Promotional Brochure	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Festival and Event Guide	
164	1	17 Best Promotional Brochure	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
165						
166	3	18 Best Miscellaneous Printed Materials	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
167	2	18 Best Miscellaneous Printed Materials	Under \$75,000	City of Waco	Pints in the Park	
168	1	18 Best Miscellaneous Printed Materials	Under \$75,000	City of Grapevine Convention & Visitors Bureau	New Vintage Wine and Gallery Trail -	
169						
170	1	18 Best Miscellaneous Printed Materials	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
171	2	18 Best Miscellaneous Printed Materials	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
172						
173	3	18 Best Miscellaneous Printed Materials	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
174	2	18 Best Miscellaneous Printed Materials	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Grapefest - A Texas Wine Experience	
175	1	18 Best Miscellaneous Printed Materials	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
176						
177	3	19 Best Miscellaneous Printed Materials	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
178	2	19 Best Miscellaneous Printed Materials	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
179	1	19 Best Miscellaneous Printed Materials	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
180						
181	1	19 Best Miscellaneous Printed Materials	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
182						
183	3	19 Best Miscellaneous Printed Materials	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	

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184	2	19 Best Miscellaneous Printed Materials	\$250,001 - \$750,000	City of Murphy	Murphy Maize Days	
185	1	19 Best Miscellaneous Printed Materials	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
186						
187	3	19 Best Miscellaneous Printed Materials	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Christmas Capital of Texas	
188	2	19 Best Miscellaneous Printed Materials	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
189	1	19 Best Miscellaneous Printed Materials	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular	
190						
191	3	20 Best Company Image Pieces	Under \$75,000	Mr. Amigo Association	Mr. Amigo Association	
192	2	20 Best Company Image Pieces	Under \$75,000	City of Sugar Land	Sugar Land's iFest Live! (International	
193	1	20 Best Company Image Pieces	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
194						
195	1	20 Best Company Image Pieces	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
196						
197	1	20 Best Company Image Pieces	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
198						
199	2	20 Best Company Image Pieces	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
200	1	20 Best Company Image Pieces	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
201						
202	2	21 Best Cover Design	Under \$75,000	City of Mcallen	Summer Program	
203	1	21 Best Cover Design	Under \$75,000	City of Tomball	Texas Farm and Home Magazine	
204						
205	1	21 Best Cover Design	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
206						
207	3	21 Best Cover Design	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
208	2	21 Best Cover Design	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
209	1	21 Best Cover Design	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
210						
211	3	22 Best Single Newspaper Display Ad	Under \$75,000	City of Tomball	Tomball Bluegrass Festival	
212	2	22 Best Single Newspaper Display Ad	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Independence Day Celebration	
213	1	22 Best Single Newspaper Display Ad	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
214						
215	2	22 Best Single Newspaper Display Ad	\$75,001 - \$250,000	City of Waco	Brazos Nights	
216	1	22 Best Single Newspaper Display Ad	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
217						
218	1	22 Best Single Newspaper Display Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
219						
220	3	22 Best Single Newspaper Display Ad	Over \$750,000	Washington's Birthday Celebration Association	WBCA Carnival Sponsored by McDonald's of	
221	2	22 Best Single Newspaper Display Ad	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
222	1	22 Best Single Newspaper Display Ad	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular	
223						
224	2	23 Best Single Magazine Display Ad	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Winter Carnival and Snow Day	
225	1	23 Best Single Magazine Display Ad	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	
226						
227	2	23 Best Single Magazine Display Ad	\$75,001 - \$250,000	City of Waco	Brazos Nights	
228	1	23 Best Single Magazine Display Ad	\$75,001 - \$250,000	Galveston Historical Foundation	Tall Ships Galveston	
229						

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	A	B	C	D	E	F
230	1	23 Best Single Magazine Display Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
231						
232	3	23 Best Single Magazine Display Ad	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La costeña	
233	2	23 Best Single Magazine Display Ad	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
234	1	23 Best Single Magazine Display Ad	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
235						
236	3	24 Best Ad Series	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill	
237	2	24 Best Ad Series	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Winter Carnival and Snow Day	
238	1	24 Best Ad Series	Under \$75,000	Mr. Amigo Association	Mr. Amigo 2017 Pedro Fernandez	
239						
240	2	24 Best Ad Series	\$75,001 - \$250,000	City of Waco	Brazos Nights	
241	1	24 Best Ad Series	\$75,001 - \$250,000	City of The Colony	American Heroes: A Salute to Veterans	
242						
243	2	24 Best Ad Series	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
244	1	24 Best Ad Series	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
245						
246	1	24 Best Ad Series	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
247						
248	3	25 Best Promotional Poster	Under \$75,000	Mansfield Commission for the Arts	ArtScapes	
249	2	25 Best Promotional Poster	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Independence Day Celebration	
250	1	25 Best Promotional Poster	Under \$75,000	City of McAllen - Convention Center Facilities	Sunset Live Outdoor Concert Series	
251						
252	3	25 Best Promotional Poster	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival	
253	3	25 Best Promotional Poster	\$75,001 - \$250,000	City of Clute	The Great Texas Mosquito Festival	
254	2	25 Best Promotional Poster	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand	
255	1	25 Best Promotional Poster	\$75,001 - \$250,000	Downtown Fort Worth Initiatives	XTO Energy Parade of Lights	
256						
257	3	25 Best Promotional Poster	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
258	2	25 Best Promotional Poster	\$250,001 - \$750,000	King William Association	King William Fair	
259	1	25 Best Promotional Poster	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
260						
261	3	25 Best Promotional Poster	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
262	2	25 Best Promotional Poster	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
263	1	25 Best Promotional Poster	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
264						
265	3	26 Best Commemorative Poster	Under \$75,000	Mr. Amigo Association	Walk of Fame	
266	2	26 Best Commemorative Poster	Under \$75,000	Galveston Historical Foundation	Galveston Historic Homes Tour	
267	1	26 Best Commemorative Poster	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
268						
269	1	26 Best Commemorative Poster	\$250,001 - \$750,000	King William Association	King William Fair	
270						
271	3	26 Best Commemorative Poster	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
272	2	26 Best Commemorative Poster	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
273	1	26 Best Commemorative Poster	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
274						
275	3	27 Best Event Promotional Photograph	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	

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276	2	27 Best Event Promotional Photograph	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
277	1	27 Best Event Promotional Photograph	Under \$75,000	City of The Colony	Bow-Wow Luau	
278						
279	3	27 Best Event Promotional Photograph	\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights	
280	2	27 Best Event Promotional Photograph	\$75,001 - \$250,000	City of The Colony	American Heroes: A Salute to Veterans	
281	1	27 Best Event Promotional Photograph	\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights	
282						
283	3	27 Best Event Promotional Photograph	\$250,001 - \$750,000	City of McAllen	Parade	
284	2	27 Best Event Promotional Photograph	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
285	1	27 Best Event Promotional Photograph	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
286						
287	3	27 Best Event Promotional Photograph	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
288	2	27 Best Event Promotional Photograph	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
289	1	27 Best Event Promotional Photograph	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
290						
291	3	28 Best Outdoor Billboard	Under \$75,000	City of Sugar Land	Sugar Land's Memorial Day Celebration	
292	2	28 Best Outdoor Billboard	Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest	
293	1	28 Best Outdoor Billboard	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
294						
295	3	28 Best Outdoor Billboard	\$75,001 - \$250,000	City of Waco	Brazos Nights	
296	2	28 Best Outdoor Billboard	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
297	1	28 Best Outdoor Billboard	\$75,001 - \$250,000	City of Waco	Brazos Nights / Fourth on the Brazos	
298						
299	2	28 Best Outdoor Billboard	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
300	1	28 Best Outdoor Billboard	\$250,001 - \$750,000	City of McAllen	Christmas in the Park / McAllen Holiday	
301						
302	3	28 Best Outdoor Billboard	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
303	2	28 Best Outdoor Billboard	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
304	1	28 Best Outdoor Billboard	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Art Festival	
305						
306	3	29 Best Event Invitation	Under \$75,000	City of McAllen - Convention Center Facilities	THE PALMS Hidalgo County High School	
307	2	29 Best Event Invitation	Under \$75,000	Quinta Mazatlan	Learning Landscapes Luncheon	
308	1	29 Best Event Invitation	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
309						
310	1	29 Best Event Invitation	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans	
311						
312	3	29 Best Event Invitation	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
313	2	29 Best Event Invitation	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
314	1	29 Best Event Invitation	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
315						
316	3	29 Best Event Invitation	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
317	2	29 Best Event Invitation	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
318	1	29 Best Event Invitation	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
319						
320	2	30 Best Street Banner	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Winter Carnival and Snow Day	
321	1	30 Best Street Banner	Under \$75,000	City of Sugar Land	Sugar Land's EGGStravaganza	

## 2018 Kaliff Marketing Award Winners

	A	B	C	D	E	F
322						
323	2	30 Best Street Banner	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
324	1	30 Best Street Banner	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
325						
326	3	31 Best Miscellaneous On-Site Décor	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail and Carnival	
327	2	31 Best Miscellaneous On-Site Décor	Under \$75,000	City of Sugar Land	Sugar Land's Memorial Day Ceremony	
328	1	31 Best Miscellaneous On-Site Décor	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
329						
330	3	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial	
331	2	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	McAllen International CarFest	
332	1	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	PalmFest 2018 - International Folk Life	
333						
334	3	31 Best Miscellaneous On-Site Décor	\$250,001 - \$750,000	Fiesta Flambeau Association, Inc.	Fiesta Flambeau Parade	
335	2	31 Best Miscellaneous On-Site Décor	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
336	1	31 Best Miscellaneous On-Site Décor	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
337						
338	3	31 Best Miscellaneous On-Site Décor	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
339	2	31 Best Miscellaneous On-Site Décor	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
340	1	31 Best Miscellaneous On-Site Décor	Over \$750,000	City of Grapevine Convention & Visitors Bureau	North Pole Express - Presented by Great Wolf	
341						
342	3	32 Best T-Shirt Design	Under \$75,000	City of Murphy	Tunes, Tails, and Ales	
343	2	32 Best T-Shirt Design	Under \$75,000	George West Storyfest Association, Inc.	Dobie Dichos: Campfires, Chili con Carne,	
344	1	32 Best T-Shirt Design	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
345						
346	3	32 Best T-Shirt Design	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest	
347	2	32 Best T-Shirt Design	\$75,001 - \$250,000	City of Mansfield	Music Alley	
348	1	32 Best T-Shirt Design	\$75,001 - \$250,000	Rockport - Fulton Chamber of Commerce	Seafair	
349						
350	3	32 Best T-Shirt Design	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
351	2	32 Best T-Shirt Design	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
352	1	32 Best T-Shirt Design	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
353						
354	3	32 Best T-Shirt Design	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
355	2	32 Best T-Shirt Design	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
356	1	32 Best T-Shirt Design	Over \$750,000	San Antonio Conservation Society	NIOSA - A Night in Old San Antonio	
357						
358	1	33 Best Pin or Button	Under \$75,000	United San Antonio Pow Wow, Inc.	Celebrations of Traditions Pow Wow	
359						
360	1	33 Best Pin or Button	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans	
361						
362	3	33 Best Pin or Button	\$250,001 - \$750,000	King William Association	King William Fair	
363	2	33 Best Pin or Button	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
364	1	33 Best Pin or Button	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
365						
366	3	33 Best Pin or Button	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
367	2	33 Best Pin or Button	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	



2018 Kaliff Marketing Award Winners

	A	B	C	D	E	F
368	1	33 Best Pin or Button	Over \$750,000	San Antonio Conservation Society	NIOSA - A Night in Old San Antonio	
369						
370	3	34 Best Hat	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	
371	2	34 Best Hat	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill	
372	1	34 Best Hat	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
373						
374	1	34 Best Hat	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	McAllen International CarFest	
375						
376	1	34 Best Hat	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
377						
378	3	34 Best Hat	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
379	2	34 Best Hat	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
380	1	34 Best Hat	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival	
381						
382	3	35 Best Other Merchandise	Under \$75,000	City of Mansfield	Mansfield Barks and Rec	
383	2	35 Best Other Merchandise	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill	
384	1	35 Best Other Merchandise	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill	
385						
386	1	35 Best Other Merchandise	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival	
387						
388	2	35 Best Other Merchandise	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
389	1	35 Best Other Merchandise	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
390						
391	3	35 Best Other Merchandise	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular	
392	2	35 Best Other Merchandise	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
393	1	35 Best Other Merchandise	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
394						
395	2	36 Best Miscellaneous Clothing	Under \$75,000	City of Mansfield	Mansfield Snowman Run	
396	1	36 Best Miscellaneous Clothing	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill	
397						
398	2	36 Best Miscellaneous Clothing	\$75,001 - \$250,000	City of Waco	Waco Wonderland	
399	1	36 Best Miscellaneous Clothing	\$75,001 - \$250,000	City of McAllen	McAllen Memorial Scott Crane Memorial	
400						
401	1	36 Best Miscellaneous Clothing	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
402						
403	2	36 Best Miscellaneous Clothing	Over \$750,001	St. Mary's University Alumni Association	Fiesta Oyster Bake	
404	1	36 Best Miscellaneous Clothing	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
405						
406	3	37 Best New Merchandise	Under \$75,000	City of Mansfield	Mansfield Barks and Rec	
407	2	37 Best New Merchandise	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail and Carnival	
408	1	37 Best New Merchandise	Under \$75,000	Artisan Art Walk	Artisan Art Walk	
409						
410	1	37 Best New Merchandise	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
411						
412	1	37 Best New Merchandise	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
413						

2018 Kaliff Marketing Award Winners

	A	B	C	D	E	F
414	2	38 Best Sponsor Gift	Under \$75,000	Quinta Mazatlan	Learning Landscapes Luncheon	
415	1	38 Best Sponsor Gift	Under \$75,000	City of Mansfield	Mansfield Barks and Rec	
416						
417	3	38 Best Sponsor Gift	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days	
418	2	38 Best Sponsor Gift	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days	
419	1	38 Best Sponsor Gift	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival	
420						
421	3	38 Best Sponsor Gift	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
422	2	38 Best Sponsor Gift	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
423	1	38 Best Sponsor Gift	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
424						
425	3	39 Best Give-Away Item	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
426	2	39 Best Give-Away Item	Under \$75,000	City of Tomball	Tomballs Signature Volunteer Program	
427	1	39 Best Give-Away Item	Under \$75,000	City of Mansfield	Mansfield Barks and Rec	
428						
429	3	39 Best Give-Away Item	\$75,001 - \$250,000	Plano Balloon Festival	InTouch Credit Union Plano Balloon Festival	
430	2	39 Best Give-Away Item	\$75,001 - \$250,000	Plano Balloon Festival	InTouch Credit Union Plano Balloon Festival	
431	1	39 Best Give-Away Item	\$75,001 - \$250,000	Plano Balloon Festival	InTouch Credit Union Plano Balloon Festival	
432						
433	2	39 Best Give-Away Item	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
434	1	39 Best Give-Away Item	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival	
435						
436	2	39 Best Give-Away Item	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
437	1	39 Best Give-Away Item	Over \$750,000	Washington's Birthday Celebration Association	Laredo	
438						
439	1	40 Best targeted Sponsor Solicitation Proposal	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest	
440						
441	1	40 Best targeted Sponsor Solicitation Proposal	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
442						
443	1	40 Best targeted Sponsor Solicitation Proposal	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights	
444						
445	1	41 Best Individual Sponsor Follow-up Report	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
446						
447	1	41 Best Individual Sponsor Follow-up Report	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
448						
449	1	42 Best Sponsor Partner	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
450						
451	1	43 Best Single New Sponsorship Opportunity	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
452						
453	1	44 Best Sponsorship Program for Individual	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
454						
455	1	45 Best Overall Sponsorship Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
456						
457	1	46 Best Volunteer Program	Under \$75,000	City of McAllen	Keep McAllen Beautiful	
458						
459	1	46 Best Volunteer Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	

## 2018 Kaliff Marketing Award Winners

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460						
461	1	46 Best Volunteer Program	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
462						
463	1	47 Best Green Program	Under \$75,000	Quinta Mazatlan	Planta Nativa	
464						
465	1	48 Best Parade	Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest	
466						
467	3	48 Best Parade	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
468	2	48 Best Parade	\$250,001 - \$750,000	King William Association	King William Parade	
469	1	48 Best Parade	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
470						
471	3	49 Best Educational Program	Under \$75,000	Mansfield Convention & Visitors Bureau	Creative Conversations	
472	2	49 Best Educational Program	Under \$75,000	City of Grapevine Convention & Visitors Bureau	Butterfly Flutterby	
473	1	49 Best Educational Program	Under \$75,000	Quinta Mazatlan	City of McAllen Monarch Festival	
474						
475	1	49 Best Educational Program	Over \$750,000	Washington's Birthday Celebration Association	American Historical Theatre George	
476						
477	3	51 Best Children's Program	Under \$75,000	Quinta Mazatlan	Valley Land Fund Youth Nature Photography	
478	2	51 Best Children's Program	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill Kids Que	
479	1	51 Best Children's Program	Under \$75,000	Quinta Mazatlan	EGG-Stravaganza	
480						
481	2	52 Best Community Outreach Program	Under \$75,000	Mansfield Commission for the Arts	Artist Showcase	
482	1	52 Best Community Outreach Program	Under \$75,000	Quinta Mazatlan	The City of McAllen Mayor's Monarch Pledge	
483						
484	2	53 Best Event/Program Within an Event to	Under \$75,000	Brackenridge Recreation Complex	Wounded War Heroes Hunt at Texana Chili	
485	1	53 Best Event/Program Within an Event to	Under \$75,000	Mansfield Commission for the Arts	ArtScapes	
486						
487	1	53 Best Event/Program Within an Event to	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
488						
489	3	54 Best Event (Within An Existing Festival)	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill - Veterans Ceremony	
490	2	54 Best Event (Within An Existing Festival)	Under \$75,000	Mr. Amigo Association	Walk of Fame	
491	1	54 Best Event (Within An Existing Festival)	Under \$75,000	Quinta Mazatlan	The City of McAllen Into the Wild at PalmFest	
492						
493	1	54 Best Event (Within An Existing Festival)	\$250,001 - \$750,000	City of McAllen	Christmas in the Park / McAllen Holiday	
494						
495	2	54 Best Event (Within An Existing Festival)	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
496	1	54 Best Event (Within An Existing Festival)	Over \$750,000	Washington's Birthday Celebration Association	Jalepeño Festival Sponsored by La costeña	
497						
498	1	55 Best Emergency Preparedness & Risk	Under \$75,000	City of Tomball	July 4th Celebration and Street Festival	
499						
500	1	55 Best Emergency Preparedness & Risk	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
501						
502	1	55 Best Emergency Preparedness & Risk	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake	
503						
504	2	57 Best New Event	Under \$75,000	City of McAllen - Convention Center Facilities	THE PALMS Hidalgo County High School	
505	1	57 Best New Event	Under \$75,000	Quinta Mazatlan	EGG-Stravaganza	

2018 Kaliff Marketing Award Winners

	A	B	C	D	E	F
506						
507	1	57 Best New Event	\$250,001 - \$750,000	Galveston Historical Foundation	Tall Ships Galveston	
508						
509	1	57 Best New Event	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
510						
511	2	58 Best New Promotion Activity	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill - Prize Wagon	
512	1	58 Best New Promotion Activity	Under \$75,000	Quinta Mazatlan	Learning Landscapes Luncheon	
513						
514	1	59 Best New Attendee Service	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
515						
516	1	61 Best Overall Merchandising Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
517						
518	1	61 Best Overall Merchandising Program	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
519						
520	1	62 Best Vendor / Supplier	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan	
521						
522	1	62 Best Vendor / Supplier	Over \$750,000	City of Grapevine Convention & Visitors Bureau	Main Street Fest - A Craft Brew Experience	
523						
524	1	63 Best Press/Media Kit	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
525						
526	1	63 Best Press/Media Kit	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
527						
528	1	64 Most Creative/Effective News Stunt	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
529						
530	1	64 Most Creative/Effective News Stunt	Over \$750,000	Washington's Birthday Celebration Association	121st Washington's Birthday Celebration	
531						
532	1	65 Best Media Relations Campaign	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
533						
534	1	66 Best Social Media Campaign	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade	
535						
536	1	66 Best Social Media Campaign	Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST. Fort Worth Arts Festival	
537						
538	1	67 Best Mascot	Under \$75,000	City of Tomball	Rusty Rails	
539						
540	1	67 Best Mascot	\$250,001 - \$750,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade	
541						
542	1	67 Best Mascot	Over \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival	
543						