

2019
Kaliff Marketing Award Winners

Place	Category	Budget	Organization	Event
3	2 Best TV Promotion	Under \$75,000	Quinta Mazatlan	Monarch Fest
2	2 Best TV Promotion	Under \$75,000	City of Sugar Land	Sugar Land's International Arts Festival
1	2 Best TV Promotion	Under \$75,000	City of Tomball	GroovFest '18 - A Celebration of All Things Groovy Baby!
3	2 Best TV Promotion	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand
2	2 Best TV Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
1	2 Best TV Promotion	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	McAllen International CarFest
3	2 Best TV Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B (Little Things)
2	2 Best TV Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B (Tree Lighting)
1	2 Best TV Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B (Signature Event)
3	2 Best TV Promotion	Over \$750,000	Washington's Birthday Celebration Association	WBCA President's Cup Golf Tournament Sponsored by Vantage Bank
2	2 Best TV Promotion	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
1	2 Best TV Promotion	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
1	3 Best Full-Length TV Promotion (Local Promotion)	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	4 Best Full-Length TV Promotion (National Promotion / Syndication)	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	5 Best Event Video Promotion	Under \$75,000	Visit Mansfield	Music Alley
2	5 Best Event Video Promotion	Under \$75,000	City of Sugar Land	Sugar Land's International Arts Festival
1	5 Best Event Video Promotion	Under \$75,000	City of McAllen	The PALMS Rio Grande Valley High School Theatre Awards

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3	5 Best Event Video Promotion	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
2	5 Best Event Video Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
1	5 Best Event Video Promotion	\$75,001 - \$250,000	City of McAllen	McAllen International CarFest
1	5 Best Event Video Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	5 Best Event Video	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La Costeña
3	6 Best Radio Promotion	Under \$75,000	City of Tomball	Rails & Tails Mudbug Fest
2	6 Best Radio Promotion	Under \$75,000	City of Murphy	Tunes, Tails & Ales, Murphy's Annual Craft Beer Festival
1	6 Best Radio Promotion	Under \$75,000	City of Tomball	GroovFest '18 - A Celebration of All Things Groovy Baby!
2	6 Best Radio Promotion	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
1	6 Best Radio Promotion	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival
1	6 Best Radio Promotion	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	6 Best Radio Promotion	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular Sponsored by Miller Lite
1	6 Best Radio Promotion	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	7 Best Event Website	Under \$75,000	City of Edinburg - Library & Cultural Arts Department	South Texas International Film Festival
2	7 Best Event Website	Under \$75,000	City of Murphy	Tunes, Tails & Ales, Murphy's Annual Craft Beer Festival
1	7 Best Event Website	Under \$75,000	Illusions Into Reality/Hill Country Festivals	Kerrville Renaissance Festival
3	7 Best Event Website	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
2	7 Best Event Website	\$75,001 - \$250,000	City of McAllen-Convention Center Facilities	McAllen International CarFest
1	7 Best Event Website	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days
1	7 Best Event Website	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
3	7 Best Event Website	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
2	7 Best Event Website	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
1	7 Best Event Website	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival

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2	8 Best Organization Website	Under \$75,000	City of Edinburg - Library & Cultural Arts Department	City of Edinburg - Library & Cultural Arts Department
1	8 Best Organization Website	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Recreation Complex
2	8 Best Organization Website	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration Association
1	8 Best Organization Website	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
2	9 Best Event / Organization E-Newsletter	Under \$75,000	Jordan Ranch by Johnson Development (NFC Amenity)	Jordan Ranch Roundup
1	9 Best Event / Organization E-Newsletter	Under \$75,000	City of Sugar Land	Sugar Land Parks & Recreation & Parks Play Page
3	9 Best Event / Organization E-Newsletter	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
2	9 Best Event / Organization E-Newsletter	\$75,001 - \$250,000	City of Waco	City of Waco Events
1	9 Best Event / Organization E-Newsletter	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
1	9 Best Event / Organization E-Newsletter	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	10 Best Miscellaneous Multimedia	Under \$75,000	Quinta Mazatlan	The Seasons of Quinta Mazatlan
2	10 Best Miscellaneous Multimedia	Under \$75,000	Illusions into Reality/Hill Country Festivals	Kerrville Renaissance Festival
1	10 Best Miscellaneous Multimedia	Under \$75,000	East Montgomery County Improvement District	Fall Extravaganza
1	10 Best Miscellaneous Multimedia	\$75,001 - \$250,000	City of Waco	Brazos Nights

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2	10 Best Miscellaneous Multimedia	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	10 Best Miscellaneous Multimedia	\$250,001 - \$750,000	East Montgomery County Improvement District	A Holiday to Remember
3	11 Best Social Media Site	Under \$75,000	Illusions into Reality/Hill Country Festivals	Kerrville Renaissance Festival
2	11 Best Social Media Site	Under \$75,000	McAllen Public Library	South Texas Book Festival
1	11 Best Social Media Site	Under \$75,000	City of McAllen - Convention Center Facilities	Sunset Live Outdoor Concert Series
3	11 Best Social Media Site	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand
2	11 Best Social Media Site	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	Fiesta de Palmas
1	11 Best Social Media Site	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
3	11 Best Social Media Site	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2	11 Best Social Media Site	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	11 Best Social Media Site	\$250,001 - \$750,000	King William Foundation	King William Fair
3	11 Best Social Media Site	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
2	11 Best Social Media Site	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
1	11 Best Social Media Site	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
1	12 Best Festival / Event Mobile Application	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run Race Joy App
2	12 Best Festival / Event Mobile Application	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
1	12 Best Festival / Event Mobile Application	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
2	13 Best Single Digital / Social Ad	Under \$75,000	City of Edinburg - Library & Cultural Arts Department	South Texas International Film Festival
1	13 Best Single Digital / Social Ad	Under \$75,000	City of Waco	Pints in the Park
3	13 Best Single Digital / Social Ad	\$75,001 - \$250,000	City of Waco	Brazos Nights

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2	13 Best Single Digital / Social Ad	\$75,001 - \$250,000	City of Richardson	Cottonwood Arts Festival
1	13 Best Single Digital / Social Ad	\$75,001 - \$250,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival / Run Series
1	13 Best Single Digital / Social Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	13 Best Single Digital / Social Ad	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La Costeña
1	13 Best Single Digital / Social Ad	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	14 Best Digital / Social Ad Series	Under \$75,000	City of Edinburg-Library & Cultural Arts Department	South Texas International Film Festival
2	14 Best Digital / Social Ad Series	Under \$75,000	Quinta Mazatlan	Monarch Festival
1	14 Best Digital / Social Ad Series	Under \$75,000	City of Waco	Pints in the Park
1	14 Best Digital / Social Ad Series	\$75,001 - \$250,000	City of McAllen-Convention Center Facilities	McAllen International CarFest
1	14 Best Digital / Social Ad Series	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	13 Best Single Digital / Social Ad	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
3	15 Best Event Program	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan
2	15 Best Event Program	Under \$75,000	City of Grapevine Convention & Visitors Bureau	Butterfly Flutterby
1	15 Best Event Program	Under \$75,000	McAllen Public Library	South Texas Book Festival
3	15 Best Event Program	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
2	15 Best Event Program	\$75,001 - \$250,000	Georgetown Conventioon & Visitors Bureau	Red Poppy Festival
1	15 Best Event Program	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade

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3	15 Best Event Program	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2	15 Best Event Program	\$250,001 - \$750,000	King William Association	King William Fair
1	15 Best Event Program	\$250,001 - \$750,000	Music For All	San Antonio Super Regional Championship, Presented by Yamaha
3	15 Best Event Program	Over \$750,000	Washington's Birthday Celebration Association	Mr. South Texas Luncheon Hosted by Texas Community Bank
2	15 Best Event Program	Over \$750,000	Grapevine Convention & Visitor's Bureau	32nd Annual Grapefest - A Texas Wine Experience Presented by Bank of The West
1	15 Best Event Program	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	16 Best Newspaper Insert / Supplement	Under \$75,000	City of McAllen	McAllen Independence Day Celebration
2	16 Best Newspaper Insert / Supplement	Under \$75,000	South Padre Island Convention and Visitors Bureau	So. Padre Campaign Fishing
1	16 Best Newspaper Insert / Supplement	Under \$75,000	Quinta Mazatlan	Monarch Fest
2	16 Best Newspaper Insert / Supplement	\$75,001 - \$250,000	Welcome Home RGV	Winter Texan Expo
1	16 Best Newspaper Insert / Supplement	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
1	16 Best Newspaper Insert / Supplement	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	16 Best Newspaper Insert / Supplement	Over \$750,000	Washington's Birthday Celebration Association	ByGeorge Magazine
1	17 Best Promotional Brochure	Under \$75,000	Jordan Ranch by Johnson Development (NFC Amenity)	Jordan Ranch Brochure
2	17 Best Promotional Brochure	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
1	17 Best Promotional Brochure	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival

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3	18 Best Miscellaneous Printed Materials (Multiple Page)	Under \$75,000	Quinta Mazatlan	ANCA Summit
2	18 Best Miscellaneous Printed Materials (Multiple Page)	Under \$75,000	City of Sugar Land	Sugar Land's Park Event Series
1	18 Best Miscellaneous Printed Materials (Multiple Page)	Under \$75,000	Grapevine Convention & Visitor's Bureau	New Vintage Wine and Gallery Trail Blessing of the Vines
1	18 Best Miscellaneous Printed Materials (Multiple Page)	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
1	18 Best Miscellaneous Printed Materials (Multiple Page)	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	18 Best Miscellaneous Printed Materials (Multiple Page)	Over \$750,000	Washington's Birthday Celebration Association	WBCA President's Cup Golf Tournament Sponsored by Vantage Bank
2	18 Best Miscellaneous Printed Materials (Multiple Page)	Over \$750,000	Washington's Birthday Celebration Association	WBCA Founding Fathers' 5K Run, Ride & Wellness Fair
1	18 Best Miscellaneous Printed Materials (Multiple Page)	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La Costeña
3	19 Best Miscellaneous Printed Materials (Single Page)	Under \$75,000	City of Murphy	Tunes, Tails, and Ales
2	19 Best Miscellaneous Printed Materials (Single Page)	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan
1	19 Best Miscellaneous Printed Materials (Single Page)	Under \$75,000	Grapevine Convention & Visitor's Bureau	Butterfly Flutterby

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3	19 Best Miscellaneous Printed Materials (Single Page)	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand
2	19 Best Miscellaneous Printed Materials (Single Page)	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival
1	19 Best Miscellaneous Printed Materials (Single Page)	\$75,001 - \$250,000	City of Murphy	Murphy Maize Days
1	19 Best Miscellaneous Printed Materials (Single Page)	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	19 Best Miscellaneous Printed Materials (Single Page)	Over \$750,000	Washington's Birthday Celebration Association	WBCA President's Cup Golf Tournament Sponsored by Vantage Bank
2	19 Best Miscellaneous Printed Materials (Single Page)	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Air Show Spectacular Sponsored by Miller Lite
1	19 Best Miscellaneous Printed Materials (Single Page)	Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La Costeña
1	20 Best Company Image Pieces	Under \$75,000	City of Sugar Land	Sugar Land's International Arts Festival
2	20 Best Company Image Pieces	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans
1	20 Best Company Image Pieces	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
2	20 Best Company Image Pieces	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	20 Best Company Image Pieces	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament

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2	20 Best Company Image Pieces	Over \$750,000	Galveston Historic Foundation	Galveston Home Tours
1	20 Best Company Image Pieces	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration Association
2	21 Best Cover Design	Under \$75,000	McAllen Public Library	South Texas Book Festival
1	21 Best Cover Design	Under \$75,000	Quinta Mazatlan	Bubble Concert in the Park
2	21 Best Cover Design	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival
1	21 Best Cover Design	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
1	21 Best Cover Design	\$250,001 - \$750,000	City of McAllen	McAllen Independence Day Celebration
3	21 Best Cover Design	Over \$750,000	Grapevine Convention & Visitors Bureau	35th Annual Main Street Fest - Craft Brew Experience Presented by Bank of The West
2	21 Best Cover Design	Over \$750,000	Washington's Birthday Celebration Association	WBCA Program Book
1	21 Best Cover Design	Over \$750,000	Washington's Birthday Celebration Association	ByGeorge Magazine
3	22 Best Single Newspaper Display Ad	Under \$75,000	City of Tomball	Christmas on Commerce
2	22 Best Single Newspaper Display Ad	Under \$75,000	Welcome Home RGV	Converted Texan
1	22 Best Single Newspaper Display Ad	Under \$75,000	City of Tomball	Depot Day
3	22 Best Single Newspaper Display Ad	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
2	22 Best Single Newspaper Display Ad	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
1	22 Best Single Newspaper Display Ad	\$75,001 - \$250,000	Welcome Home RGV	Converted Texan Fiesta
2	22 Best Single Newspaper Display Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	22 Best Single Newspaper Display Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B (Call for Volunteers)

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3	22 Best Single Newspaper Display Ad	Over \$750,000	Washington's Birthday Celebration Association	H-E-B Fireworks Extravaganza
2	22 Best Single Newspaper Display Ad	Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeña Festival Sponsored by La Costeña
1	22 Best Single Newspaper Display Ad	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	23 Best Single Magazine Display Ad	Under \$75,000	Galveston Historical Foundation	Galveston Historic Homes Tour
2	23 Best Single Magazine Display Ad	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan
1	23 Best Single Magazine Display Ad	Under \$75,000	Quinta Mazatlan	Monarch Fest
3	23 Best Single Magazine Display Ad	\$75,001 - \$250,000	Galveston Historical Foundation	Dickens on the Strand
2	23 Best Single Magazine Display Ad	\$75,001 - \$250,000	City of Waco	Brazos Nights
1	23 Best Single Magazine Display Ad	\$75,001 - \$250,000	City of Waco	Waco Wonderland
3	23 Best Single Magazine Display Ad	\$250,001 - \$750,000	City of McAllen/ Christmas in the Park	McAllen Holiday Parade Presented by H-E-B
2	23 Best Single Magazine Display Ad	\$250,001 - \$750,000	King William Association	King William Fair
1	23 Best Single Magazine Display Ad	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	23 Best Single Magazine Display Ad	Over \$750,000	Washington's Birthday Celebration Association	WBCA Stars & Stripes Air Show Spectacular Sponsored by Miller Light
1	23 Best Single Magazine Display Ad	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
3	24 Best Ad Series	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail & Carnival
2	24 Best Ad Series	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Winter Carnival and Snow Day
1	24 Best Ad Series	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill

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2	24 Best Ad Series	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B - Count Down
1	24 Best Ad Series	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	24 Best Ad Series	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
3	25 Best Promotional Poster	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail & Carnival
2	25 Best Promotional Poster	Under \$75,000	City of McAllen	Halloween Festival Featuring Fright Nite 5K
1	25 Best Promotional Poster	Under \$75,000	City of Edinburg - Library & Cultural Arts Department	"Out of This World" UFO Festival & Conference
3	25 Best Promotional Poster	\$75,001 - \$250,000	South Padre Island Convention and Visitors Bureau	Mariachi Run
2	25 Best Promotional Poster	\$75,001 - \$250,000	City of Waco	Brazos Nights
1	25 Best Promotional Poster	\$75,001 - \$250,000	Tomball Sister City	Tomball German Heritage Festival
2	25 Best Promotional Poster	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	25 Best Promotional Poster	\$250,001 - \$750,000	Music For all	San Antonio Super Regional Championship Presented by Yamaha
3	25 Best Promotional Poster	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
2	25 Best Promotional Poster	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
1	25 Best Promotional Poster	Over \$750,000	Grapevine Convention & Visitors Bureau	35th Annual Main Street Fest - A Craft Brew Experience Presented by Bank of The West
1	26 Best Commemorative Poster	Under \$75,000	City of Edinburg - Library & Cultural Arts Department	"Out of This World" UFO Festival & Conference
3	26 Best Commemorative Poster	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
2	26 Best Commemorative Poster	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
1	26 Best Commemorative Poster	\$75,001 - \$250,000	Georgetown Convention & Visitors Bureau	Red Poppy Festival
1	26 Best Commemorative Poster	\$250,001 - \$750,000	King William Association	King William Fair

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3	26 Best Commemorative Poster	Over \$750,000	Washington's Birthday Celebration Association	"Our Cultures Unite Us"
2	26 Best Commemorative Poster	Over \$750,000	City of Richardson	Wildflower!
1	26 Best Commemorative Poster	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
3	27 Best Event Promotional Photograph	Under \$75,000	City of Tomball	Tomball Christmas Tree Lighting
2	27 Best Event Promotional Photograph	Under \$75,000	Brackenridge Recreation Complex	Independence Day Celebration & Fireworks
1	27 Best Event Promotional Photograph	Under \$75,000	Quinta Mazatlan	Creature Days
3	27 Best Event Promotional Photograph	\$75,001 - \$250,000	Welcome Home RGV	Winter Texan EXPO
2	27 Best Event Promotional Photograph	\$75,001 - \$250,000	Welcome Home RGV	Winter Texan EXPO
1	27 Best Event Promotional Photograph	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	Fiesta de Palmas
3	27 Best Event Promotional Photograph	\$250,001 - \$750,000	King William Association	King William Fair
2	27 Best Event Promotional Photograph	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament
1	27 Best Event Promotional Photograph	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	28 Best Outdoor Billboard	Under \$75,000	City of McAllen	McAllen Independence Day Celebration
2	28 Best Outdoor Billboard	Under \$75,000	City of Sugar Land	Sugar Land's Food Truck Fridays
1	28 Best Outdoor Billboard	Under \$75,000	Quinta Mazatlan	Monarch Fest
3	28 Best Outdoor Billboard	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
2	28 Best Outdoor Billboard	\$75,001 - \$250,000	City of Waco	Waco Wonderland
1	28 Best Outdoor Billboard	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival
2	28 Best Outdoor Billboard	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival

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1	28 Best Outdoor Billboard	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	28 Best Outdoor Billboard	Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeña Festival Sponsored by La Costeña
2	28 Best Outdoor Billboard	Over \$750,000	Washington's Birthday Celebration Association	Anheuser-Busch Washington's Birthday Parade
1	28 Best Outdoor Billboard	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
2	29 Best Event Invitation	Under \$75,000	McAllen Public Library	South Texas Book Fair
1	29 Best Event Invitation	Under \$75,000	City of McAllen - Convention Center Facilities	THE PALMS Rio Grande Valley High School Theatre Awards
3	29 Best Event Invitation	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans
2	29 Best Event Invitation	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc	Fiesta Flambeau Parade
1	29 Best Event Invitation	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
1	29 Best Event Invitation	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	29 Best Event Invitation	Over \$750,000	Washington's Birthday Celebration Association	Mr. South Texas Luncheon Hosted by Texas Community Bank
2	29 Best Event Invitation	Over \$750,000	Grapevine Convention & Visitors Bureau	32nd Annual Grapefest - A Texas Wine Experience Presented by Bank of The West
1	29 Best Event Invitation	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
3	30 Best Street Banner	Under \$75,000	McAllen Public Library	South Texas Book Festival
2	30 Best Street Banner	Under \$75,000	Quinta Mazatlan	Monarch Fest
1	30 Best Street Banner	Under \$75,000	City of Sugar Land	Sugar Land's International Arts Festival
1	30 Best Street Banner	\$75,001 - \$250,000	City of Richardson	Cottonwood Art & Music Festival
2	30 Best Street Banner	Over \$750,000	City of Grapevine Convention & Visitors Bureau	35th Annual Main Street Fest - A Craft Brew Experience Presented by Bank of The West
1	30 Best Street Banner	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	31 Best Miscellaneous On-Site Décor	Under \$75,000	Quinta Mazatlan	Monarch Festival
2	31 Best Miscellaneous On-Site Décor	Under \$75,000	City of Sugar Land	Sugar Land's Christmas Tree Lighting
1	31 Best Miscellaneous On-Site Décor	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan

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3	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	Georgetown Convention and Visitors Bureau	Red Poppy Festival
2	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
1	31 Best Miscellaneous On-Site Décor	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	Fiesta de Palmas (Latin America)
2	31 Best Miscellaneous On-Site Décor	Over \$750,000	Grapevine Convention & Visitors Bureau	North Pole Express Presented by Great Wolf Lodge
1	31 Best Miscellaneous On-Site Décor	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
3	32 Best T-Shirt Design	Under \$75,000	Lubbock Arts Alliance	PDA in Lubbock
2	32 Best T-Shirt Design	Under \$75,000	City of Tomball	July 4th Celebration and Street Festival Presented by Allied Siding And Windows
1	32 Best T-Shirt Design	Under \$75,000	City of Murphy	Tunes, Tails, and Ales, Murphy's Annual Craft Beer Festival
3	32 Best T-Shirt Design	\$75,001 - \$250,000	South Padre Island Convention & Visitors Bureau	Mariachi Run
2	32 Best T-Shirt Design	\$75,001 - \$250,000	Tomball Sister City	Tomball German Christmas Market
1	32 Best T-Shirt Design	\$75,001 - \$250,000	Georgetown Convention & Visitors Bureau	Red Poppy Festival
3	32 Best T-Shirt Design	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2	32 Best T-Shirt Design	\$250,001 - \$750,000	King William Association	King William Fair
1	32 Best T-Shirt Design	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament
3	32 Best T-Shirt Design	Over \$750,000	Washingtons's Birthday Celebration Association	WBCA Founding Fathers' 5K Run, Ride & Wellness Fair
2	32 Best T-Shirt Design	Over \$750,000	Plano Balloon Festival, Inc	InTouch Credit Union Plano Balloon Festival
1	32 Best T-Shirt Design	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake (Black)
3	33 Best Pin or Button	Under \$75,000	McAllen Public Library	South Texas Book Festival
2	33 Best Pin or Button	Under \$75,000	Illusions into Reality/Hill Country Festivals	Kerrville Renaissance Festival
1	33 Best Pin or Button	Under \$75,000	United San Antonio Pow Wow, Inc.	Celebrations of Traditions Pow Wow
2	33 Best Pin or Button	\$75,001 - \$250,000	San Antonio Zulu Association	A Taste of New Orleans
1	33 Best Pin or Button	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc	Fiesta Flambeau Parade

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3	33 Best Pin or Button	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2	33 Best Pin or Button	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	33 Best Pin or Button	\$250,001 - \$750,000	King William Association	King William Fair
3	33 Best Pin or Button	Over \$750,000	Plano Balloon Festival, Inc	InTouch Credit Union Plano Balloon Festival
2	33 Best Pin or Button	Over \$750,000	San Antonio Conservation Society	NIOSA - Night in Old San Antonio
1	33 Best Pin or Button	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
3	34 Best Hat	Under \$75,000	City of Tomball	Depot Day
2	34 Best Hat	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill
1	34 Best Hat	Under \$75,000	City of Tomball	Tomball Festival Program
1	34 Best Hat	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament
2	34 Best Hat	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
1	34 Best Hat	Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
1	35 Best Other Merchandise	\$75,001 - \$250,000	South Padre Island Convention and Visitors Bureau	Mariachi Run
2	35 Best Other Merchandise	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	35 Best Other Merchandise	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	35 Best Other Merchandise	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
1	35 Best Other Merchandise	Over \$750,000	Washington's Birthday Celebration Association	Stars & Stripes Car Show Sponsored by VitalMed Urgent Care
1	36 Best Miscellaneous Clothing	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill
2	36 Best Miscellaneous Clothing	\$75,001 - \$250,000	Fiesta Flambeau Parade Associatin, Inc.	Fiesta Flambeau Parade
1	36 Best Miscellaneous Clothing	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
1	36 Best Miscellaneous Clothing	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	37 Best New Merchandise	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill

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2	37 Best New Merchandise	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival
1	37 Best New Merchandise	\$75,001 - \$250,000	City of Richardson	Cottonwood Art Festival
3	37 Best New Merchandise	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament (adult shirt)
2	37 Best New Merchandise	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	37 Best New Merchandise	\$250,001 - \$750,000	Texas International Fishing Tournament	Texas International Fishing Tournament
3	37 Best New Merchandise	Over \$750,000	City of Richardson	Wildflower! Arts & Music Festival
2	37 Best New Merchandise	Over \$750,000	Grapevine Convention & Visitors Bureau	35th Annual Main Street Fest - A Craft Brew Experience Presented by Bank of The West
1	37 Best New Merchandise	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
1	38 Best Sponsor Gift	Under \$75,000	Quinta Mazatlan	Nature Speaker Series
3	38 Best Sponsor Gift	\$75,001 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival
2	38 Best Sponsor Gift	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
1	38 Best Sponsor Gift	\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
1	38 Best Sponsor Gift	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	39 Best Give-Away Item	Under \$75,000	City of Tomball	GroovFest '18
2	39 Best Give-Away Item	Under \$75,000	City of Tomball	Tomball Bluegrass Festival
1	39 Best Give-Away Item	Under \$75,000	Riverstone Community (NFC Amenity)	Tree Lighting
3	39 Best Give-Away Item	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
2	39 Best Give-Away Item	\$75,001 - \$250,000	City of McAllen	McAllen Marathon Scott Crane Memorial Run
1	39 Best Give-Away Item	\$75,001 - \$250,000	Plano Balloon Festival	InTouch Credit Union Plano Balloon Festival Half Marathon
3	39 Best Give-Away Item	\$250,001 - \$750,000	Music For All	San Antonio Super Regional championship, Presented by Yamaha (pin)
2	39 Best Give-Away Item	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	39 Best Give-Away Item	\$250,001 - \$750,000	Music For All	San Antonio Super Regional championship, Presented by Yamaha
1	39 Best Give-Away Item	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration

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1	40 Best targeted Sponsor Solicitation Proposal	Under \$75,000	Brackenridge Recreation Complex	Brackenridge Winter Carnival & Snow Day
1	40 Best targeted Sponsor Solicitation Proposal	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	41 Best Individual Sponsor Follow-up Report	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	Fiesta de Palmas
1	41 Best Individual Sponsor Follow-up Report	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	42 Best Sponsor Partner	\$75,001 - \$250,000	City of McAllen - Convention Center Facilities	McAllen International CarFest
1	42 Best Sponsor Partner	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	42 Best Sponsor Partner	Over \$750,000	Grapevine Convention & Visitors Bureau	Main Street Fest / Grapefest Presented by Bank of The West
1	43 Best Single New Sponsorship Opportunity	Under \$75,000	City of Sugar Land Parks & Recreation	Annual Memorial Day Ceremony
1	43 Best Single New Sponsorship Opportunity	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	44 Best Sponsorship Program for Individual Sponsor	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail & Carnival
1	44 Best Sponsorship Program for Individual Sponsor	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	45 Best Overall Sponsorship Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	46 Best Volunteer Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B

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1	47 Best Green Program	Under \$75,000	Quinta Mazatlan	Prickly Pear Social
1	48 Best Parade	Under \$75,000	Brackenridge Recreation Complex	Independence Day Celebration
1	48 Best Parade	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
2	48 Best Parade	\$250,001 - \$750,000	King William Association	King William Parade
1	48 Best Parade	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
3	49 Best Educational Program	Under \$75,000	City of Grapevine Convention & Visitors Bureau	Butterfly Flutterby
2	49 Best Educational Program	Under \$75,000	Quinta Mazatlan	Monarch Fest
1	49 Best Educational Program	Under \$75,000	McAllen Public Library	South Texas Book Festival
1	49 Best Educational Program	Over \$750,000	Washington's Birthday Celebration Association	American Historical Theatre George Washington Performance
2	51 Best Children's Program	Under \$75,000	Brackenridge Recreation Complex	Texana Chili Spill Kids Que
1	51 Best Children's Program	Under \$75,000	McAllen Public Library	South Texas Book Festival
2	52 Best Community Outreach Program	Under \$75,000	Quinta Mazatlan	The City of McAllen Mayor's Monarch Pledge
1	52 Best Community Outreach Program	Under \$75,000	McAllen Public Library	South Texas Book Festival
1	53 Best Event/Program Within an Event to Benefit a Cause	Under \$75,000	McAllen Public Library	South Texas Book Festival
1	53 Best Event/Program Within an Event to Benefit a Cause	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
1	54 Best Event (Within An Existing Festival)	Under \$75,000	Visit Mansfield	Texas Firefighter Summer Games

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2	54 Best Event (Within An Existing Festival)	Under \$75,000	Brackenridge Independence Day Celebration	Watermelon Eating Contest
2	54 Best Event (Within An Existing Festival)	\$250,001 - \$750,000	City of Allen, Parks and Recreation Department	Main Street Allen USA Celebration
1	54 Best Event (Within An Existing Festival)	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B Pre-Show
1	54 Best Event (Within An Existing Festival)	Over \$750,000	Washington's Birthday Celebration Association	La Costeña Jalapeño Eating Contest
1	55 Best Emergency Preparedness & Risk Management	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
3	57 Best New Event	Under \$75,000	Brackenridge Recreation Complex	Elvis Tribute Concert Show & Dinner
2	57 Best New Event	Under \$75,000	City of Tomball	Light it Up! - The Downtown Christmas Tree Lighting
1	57 Best New Event	Under \$75,000	City of Tomball	GroovFest '18 - A Celebration of All Things Groovy, Baby!
1	57 Best New Event	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	57 Best New Event	Over \$750,000	Washington's Birthday Celebration Association	WBCA President's Cup Golf Tournament Sponsored by Vantage Bank
1	58 Best New Promotion Activity	Under \$75,000	Brackenridge Recreation Complex	BRC Spooktacular Trail & Carnival
1	58 Best New Promotion Activity	\$250,001 - \$750,000	City of Allen, Parks and Recreation Department	Main Street Allen USA Celebration
1	61 Best Overall Merchandising Program	\$75,001 - \$250,000	Welcome Home RGV	Welcome Home RGV
1	61 Best Overall Merchandising Program	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	62 Best Vendor / Supplier	Under \$75,000	Quinta Mazatlan	Moon Over Mazatlan

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1	63 Best Press/Media Kit	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	63 Best Press/Media Kit	Over \$750,000	Grapevine Convention & Visitors Bureau	35th Annual Main Street Fest - A Craft Brew Experience Presented by Bank of The West
1	63 Best Press/Media Kit	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration
1	64 Most Creative/Effective News Stunt	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	64 Most Creative/Effective News Stunt	Over \$750,000	Washington's Birthday Celebration Association	Stripes® Media/Celebrity Jalapeño Eating Challenge
1	65 Best Media Relations Campaign	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
2	66 Best Social Media Campaign	Under \$75,000	Visit Mansfield	Music Alley
1	66 Best Social Media Campaign	Under \$75,000	McAllen Public Library	South Texas Book Festival
2	67 Best Mascot	Under \$75,000	Quinta Mazatlan	Monarch Fest
1	67 Best Mascot	Under \$75,000	City of Tomball	Rusty Rails
1	67 Best Mascot	\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
1	67 Best Mascot	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
Place	Category	Budget	Organization	Event
2	Kaliff Zenith Award	\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1	Kaliff Zenith Award	\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade Presented by H-E-B
1	1 Kaliff Zenith Award	Over \$750,000	Washington's Birthday Celebration Association	122nd Washington's Birthday Celebration