

# Virtual Marketing Awards

**Kaliff**  
INSURANCE

100  
YEARS  
1917-2017



**WELCOME TO THE  
2020 VIRTUAL MARKETING AWARDS  
PRESENTATION  
SPONSORED BY KALIFF INSURANCE  
AND THE ULTIMATE TEXAS  
GIVEAWAY**



# Virtual Marketing Awards

**Kaliff**  
INSURANCE

100  
YEARS  
1917-2017



Presented By:

**DAVID OLIVARES, CFEE**

Vice President of Sales & Marketing  
Kaliff Insurance

**KRISTI COLLIER, CTE**

President  
Welcome Home RGV



Ultimate  
Texas Giveaway

Explore Fredericksburg  
*Wine, Dine & Stay Awhile in Hill Country*

Tour San Antonio  
*San Antonio invites visitors to be inspired, be curious and be hungry*

McAllen Holiday Parade Experience

South Padre Island  
*Sun, Sand, Sea Fun & Relaxation Vacation Experience*

Virtual  
Marketing  
Awards



# Virtual Marketing Awards

Kaliff  
INSURANCE

100  
YEARS  
1917-2017



**BUDGET CATEGORY**  
Under \$75,000



# Brackenridge Recreation Complex

GOLD

Best Miscellaneous Clothing

TEXANA CHILI SPILL

Best New Merchandise

TEXANA CHILI SPILL





# Brackenridge Recreation Complex

Best Miscellaneous Clothing



Best New Merchandise



Virtual  
Marketing  
Awards



# City of Clute

GOLD

Best New Festival or Event

**BRAZOSPORT ARTS IN MEDIA FESTIVAL**



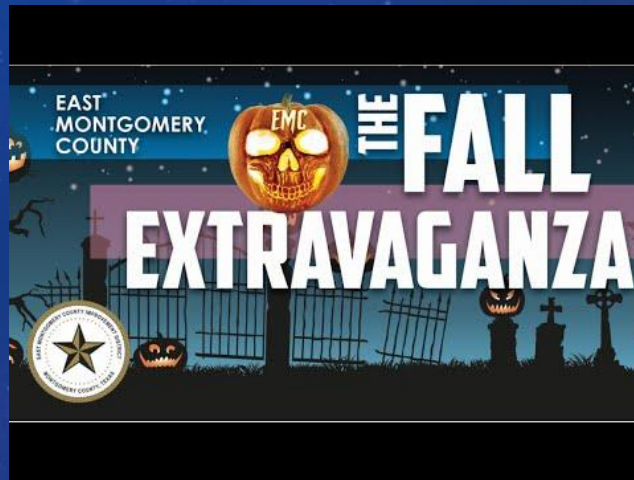
Virtual  
Marketing  
Awards



# East Montgomery County Improvement District

GOLD

Best Miscellaneous Multimedia  
2019 FALL EXTRAVAGANZA



Virtual  
Marketing  
Awards



# City of McAllen Convention Center Facilities

GOLD

Best Full-Length TV Program - (Local Programming)

**THE PALM AWARDS**

Virtual  
Marketing  
Awards



# City of McAllen Recycling Center

GOLD

Best Outdoor Billboard

TEXAS RECYCLES DAY 2019

Best Single Digital / Social Ad

TEXAS RECYCLES DAY 2019

Virtual  
Marketing  
Awards





# City of McAllen Recycling Center Texas Recycles Day 2019

Best Single Digital Social Ad



Best Outdoor Billboard



Virtual  
Marketing  
Awards

# City of Tomball

GOLD

Best Hat

GROOVFEST 2019

Best Event Promotional Photograph

GROOVFEST 2019

Best Give-Away Item

GROOVFEST 2019

Virtual  
Marketing  
Awards





# City of Tomball

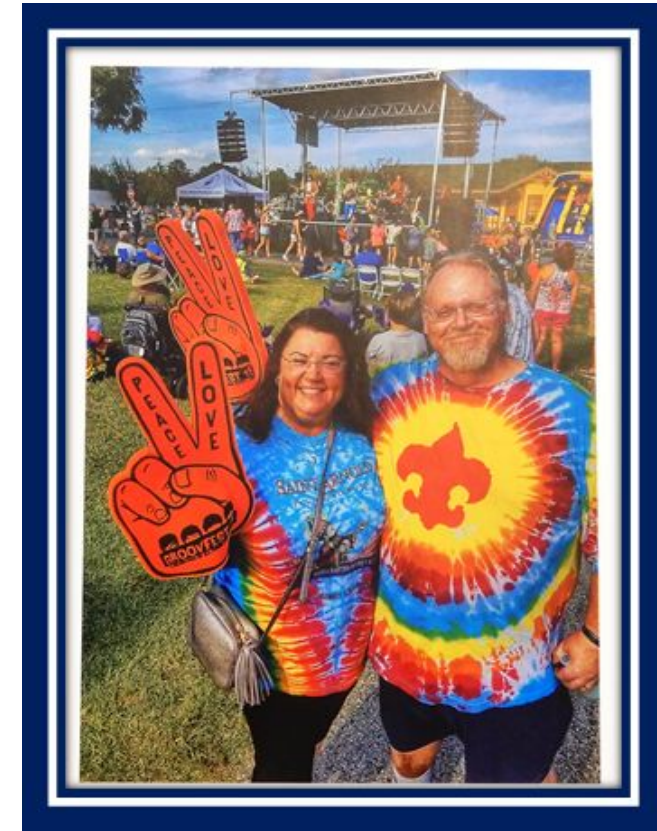
Best Giveaway



Best Hat



Best Event Promotional  
Photograph



Virtual  
Marketing  
Awards

# City of Tomball

GOLD

Best Single Newspaper Display Ad

GROOVFEST 2019

Best Digital / Social Ad Series

FESTIVALS / DESTINATION IN THE FALL

Best Mascot

RUSTY RAILS



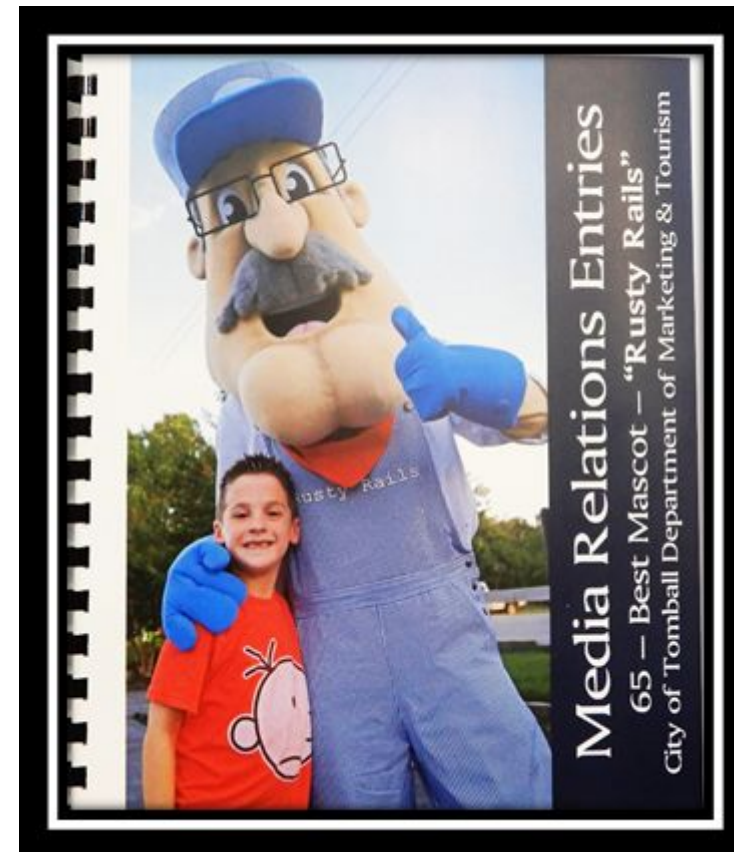


# City of Tomball

## Best Single Newspaper Display Ad



## Best Mascot



Virtual  
Marketing  
Awards

# City of Tomball

GOLD

Best New Festival or Event

**LUNAR LANDING 50<sup>TH</sup> ANNIVERSARY**

Best Radio Promotion

**JULY 4<sup>TH</sup> CELEBRATION & STREET FEST**

Best Single Magazine Display Ad

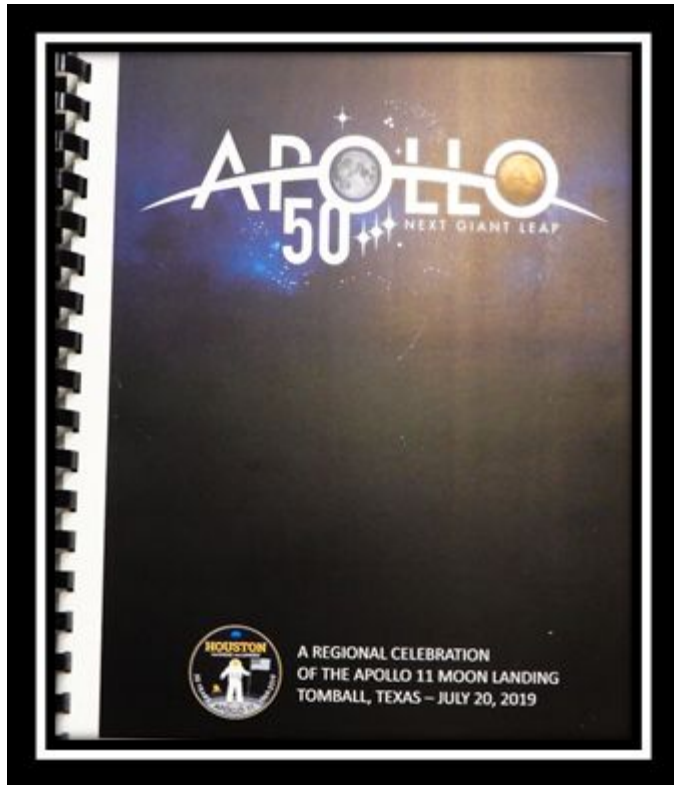
**HOLIDAY FESTIVALS**



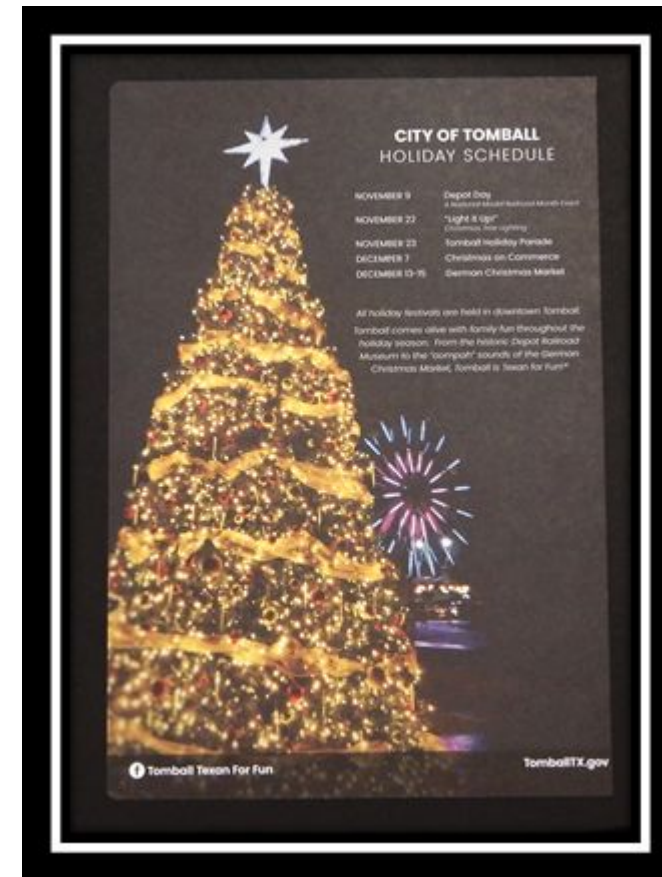


# City of Tomball

**Best New Festival or Event**  
**Lunar Landing 50th Anniversary**



**Best Single Magazine**  
**Display Ad**



**Best Radio**  
**Promotion**



*Virtual  
Marketing  
Awards*

# Hill Country Festivals & Illusions into Reality

GOLD

Best Social Media Site

**KERRVILLE RENAISSANCE FESTIVAL**

Best T-Shirt Design

**KERRVILLE RENAISSANCE FESTIVAL**





# Hill Country Festivals & Illusions into Reality

## Kerrville Renaissance Festival

Best T-Shirt Design



Best Social Media Site



Virtual  
Marketing  
Awards

# Lubbock Arts Alliance

GOLD

Best Event Video Promotion

LUBBOCK CULTURAL DISTRICT

Best Event Website

LOCAL COLOR STUDIO TOUR

Best Promotional Poster

LUBBOCK STUDIO TOUR

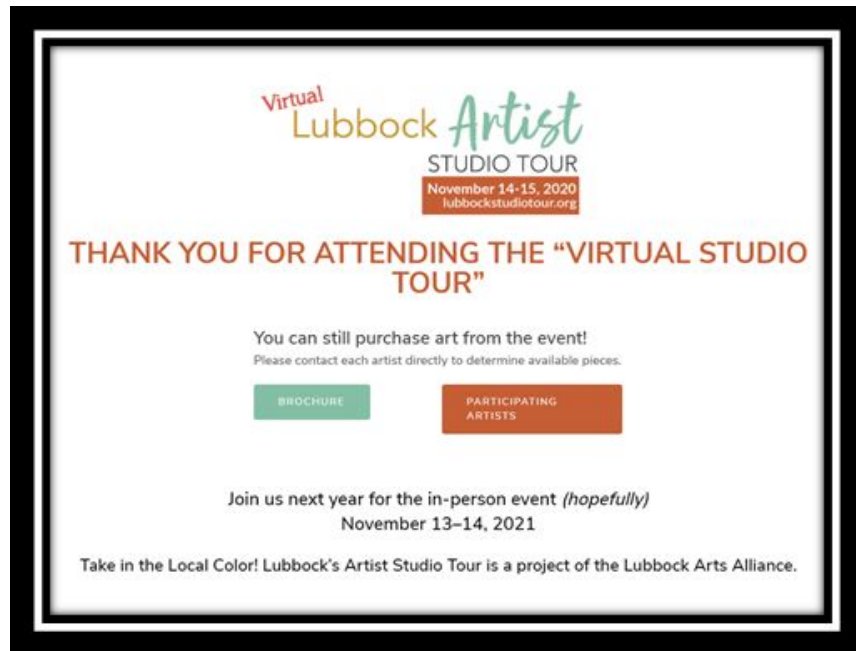
Virtual  
Marketing  
Awards



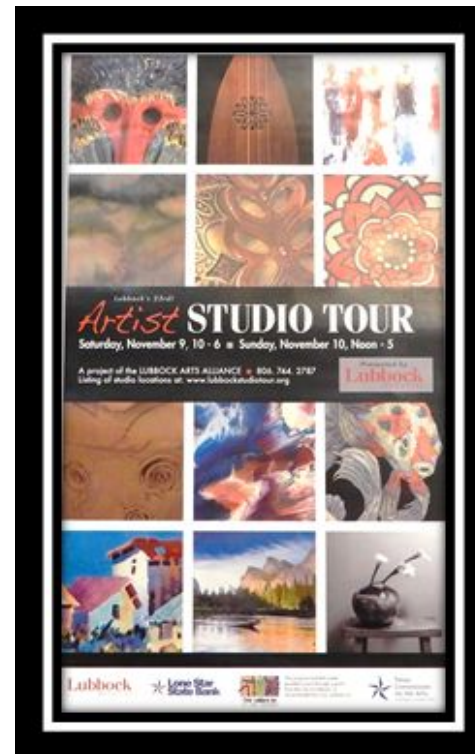


# Lubbock Arts Alliance Studio Tour

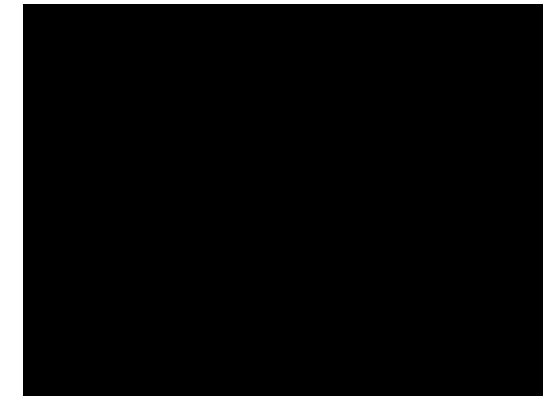
## Best Event Website



## Best Event Promotional Poster



## Best Event Video Promotion



Virtual  
Marketing  
Awards

# McAllen Public Library

GOLD

Best Children's Programming

**SOUTH TEXAS BOOK FESTIVAL**

Best Community Outreach Program

**SOUTH TEXAS BOOK FESTIVAL**

Best Company Image

**SOUTH TEXAS BOOK FESTIVAL**





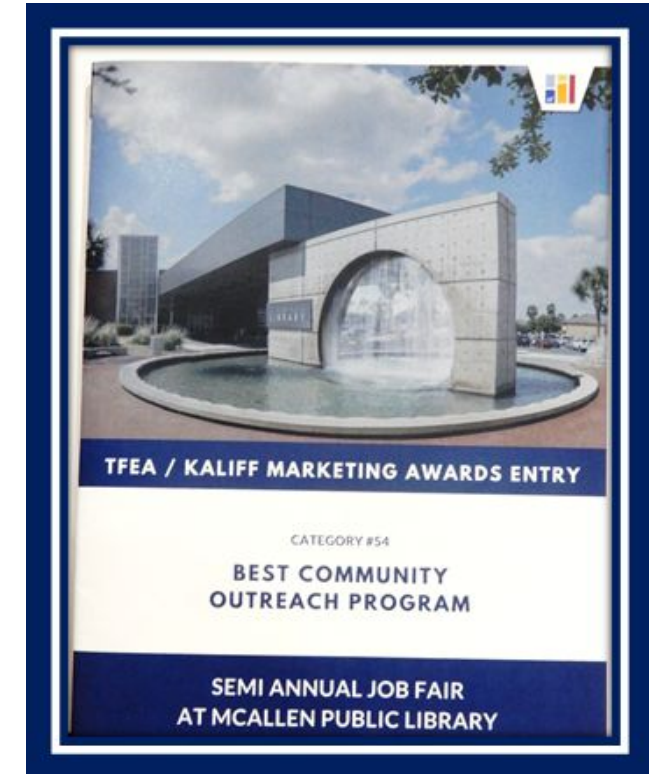
# McAllen Public Library

Best Children's Programing

Best Community Outreach



Best Company Image



Virtual  
Marketing  
Awards

# McAllen Public Library

**GOLD**

**Best Cover Design**

**SOUTH TEXAS BOOK FESTIVAL**

**Best Event Invitation**

**SOUTH TEXAS BOOK FESTIVAL**

**Best Event Program**

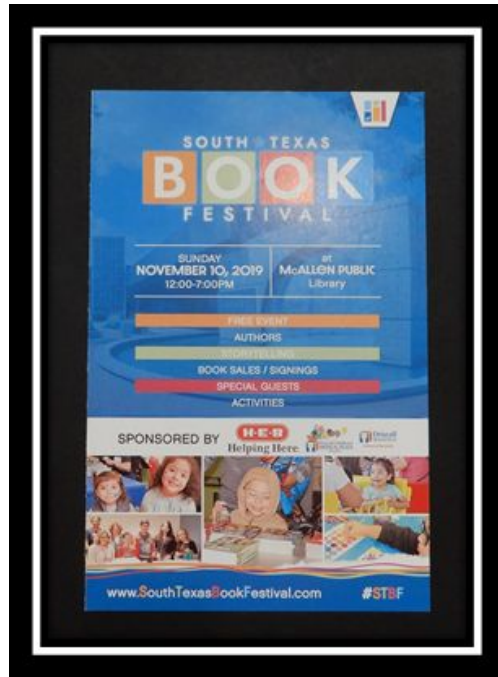
**SOUTH TEXAS BOOK FESTIVAL**



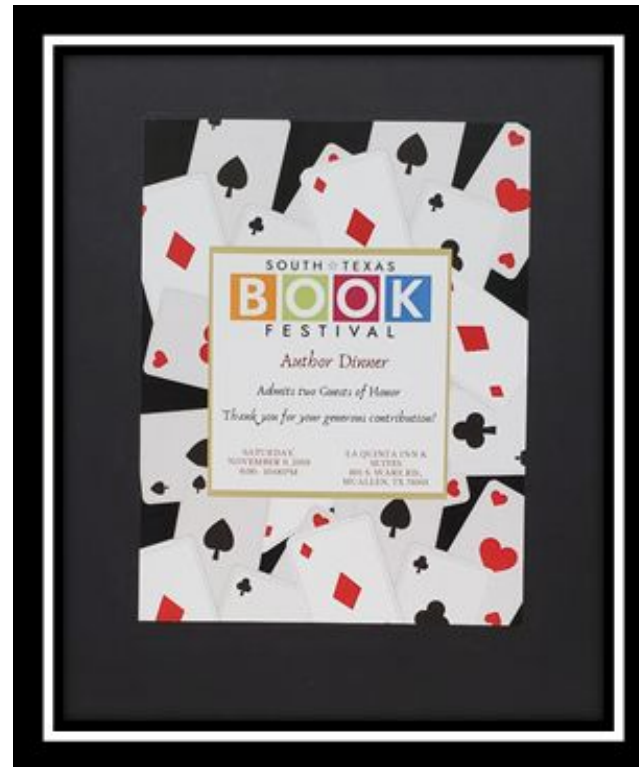


# McAllen Public Library

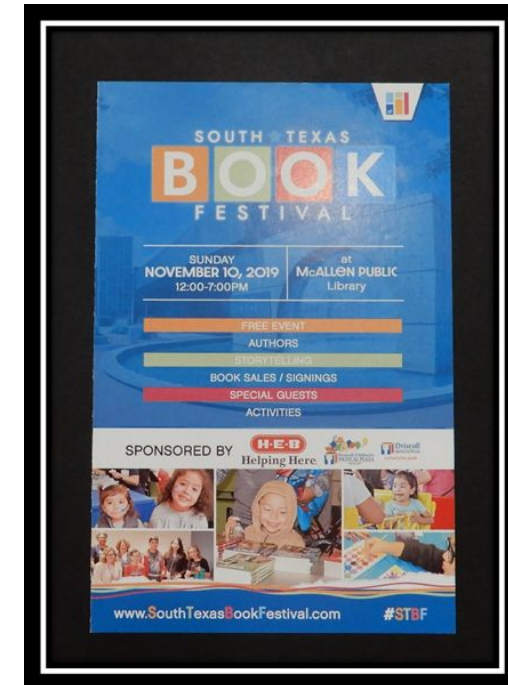
Best Cover Design



Best Event Invitation



Best Event Program



Virtual  
Marketing  
Awards

# McAllen Public Library

**GOLD**

**Best Event Program Within an Event to Benefit a Cause**

**SOUTH TEXAS BOOK FESTIVAL**

**Best Miscellaneous Printed Material (Single Page)**

**SOUTH TEXAS BOOK FESTIVAL**

**Best Miscellaneous Printed Material (Multi Page)**

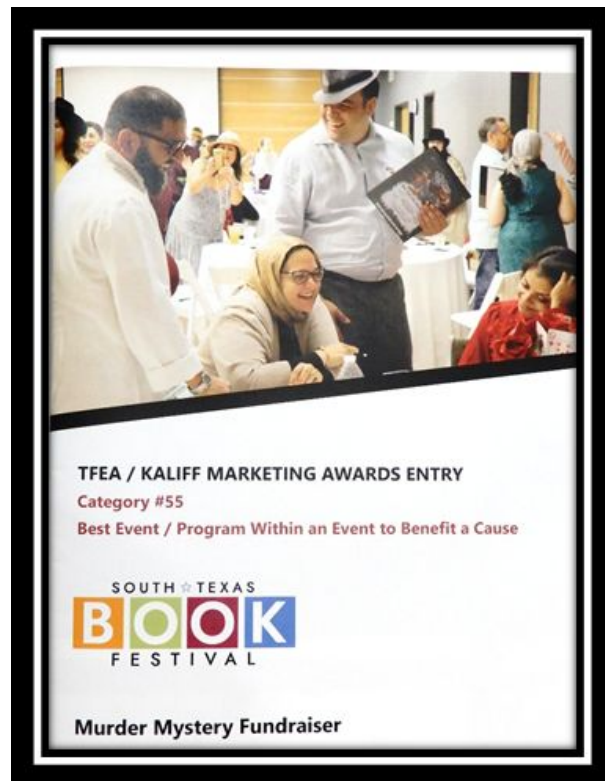
**SOUTH TEXAS BOOK FESTIVAL**





# McAllen Public Library

**Best Event within an  
Event to Benefit a Cause**



**Best Miscellaneous  
Single Page**



**Printed Materials  
Multiple Pages**



*Virtual  
Marketing  
Awards*

# McAllen Public Library

GOLD

Best Organization Website

**SOUTH TEXAS BOOK FESTIVAL**

Best Promotional Brochure

**SOUTH TEXAS BOOK FESTIVAL**

Best Social Media Campaign

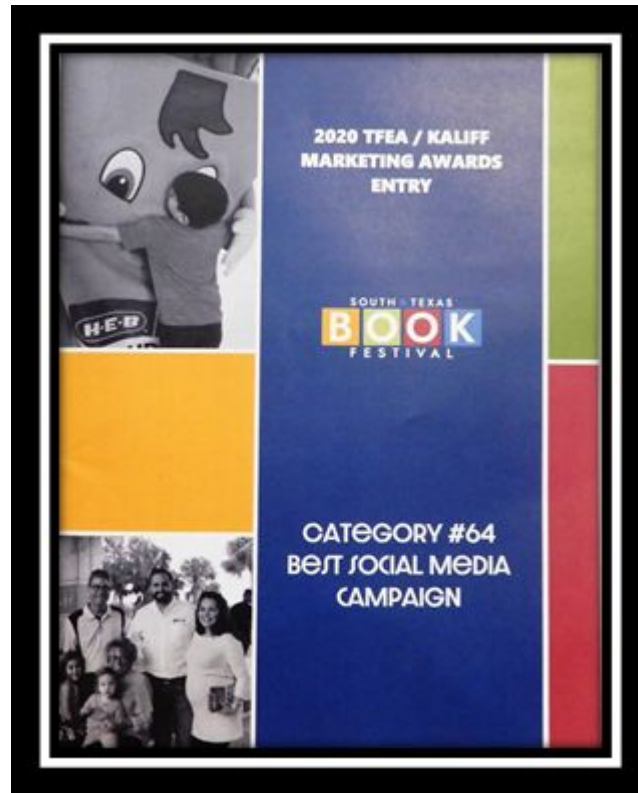
**SOUTH TEXAS BOOK FESTIVAL**





# McAllen Public Library

## Best Social Media Campaign



## Best Promotion Brochure



## Best Organization Website



Virtual  
Marketing  
Awards

# McAllen Public Library

GOLD

Best Sponsor Partner

**SOUTH TEXAS BOOK FESTIVAL**

Best Street Banner

**SOUTH TEXAS BOOK FESTIVAL**

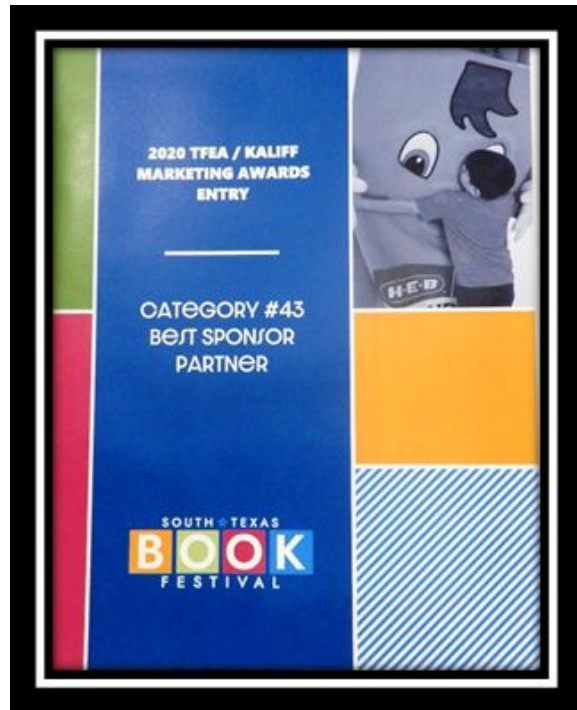
Best Volunteer Program

**SOUTH TEXAS BOOK FESTIVAL**



# McAllen Public Library

**Best Sponsor Partner**



**Best Volunteer Program**



**Best Street Banner**



*Virtual  
Marketing  
Awards*



# United San Antonio Pow Wow, Inc.

GOLD

Best Pin or Button

CELEBRATION OF TRADITIONS POW WOW



Virtual  
Marketing  
Awards

# Visit Mansfield

GOLD

Best TV Promotion  
**MUSIC ALLEY**



Virtual  
Marketing  
Awards

# Shertz Parks & Recreation

GOLD

Best Educational Program  
**NATURE DISCOVERY SERIES**

Best Inclusivity Program  
**TRUNK-OR-TREAT**

Virtual  
Marketing  
Awards





# Shertz Parks and Recreation

## Best Other Merchandise



## Best Miscellaneous Onsite Décor



Virtual  
Marketing  
Awards

# Shertz Parks & Recreation

GOLD

Best Other Merchandise

KICK CANCER PEP RALLY 5K RUN

Best Miscellaneous Onsite Décor

DADDY DAUGHTER DANCE

Virtual  
Marketing  
Awards



# Shertz Parks and Recreation

Best Inclusivity Program



Virtual  
Marketing  
Awards



# Virtual Marketing Awards

Kaliff  
INSURANCE | 100  
YEARS  
1917-2017



**BUDGET CATEGORY**

Under \$75,000

**SILVER RECIPIENTS**

# Brackenridge Recreation Complex

SILVER

Best Organization Website

BRACKENRIDGE RECREATION COMPLEX





# City of McAllen Convention Center Facilities

SILVER

Best Social Media Site

THE PALM AWARDS

Best Event Video Promotion

SUNSET LIVE

Virtual  
Marketing  
Awards





# City of McAllen Recycling Center

SILVER

Best Street Banner

TEXAS RECYCLES DAY 2019

Virtual  
Marketing  
Awards



# City of Tomball

SILVER

Best Hat

GROOVFEST 2019

Best Single Digital / Social Ad

TOMBALL BLUEGRASS FESTIVAL

Best Single Newspaper Display Ad

HOLIDAY FESTIVALS

Virtual  
Marketing  
Awards



# City of Tomball

SILVER

Best T-Shirt Design

GROOVFEST 2019

Best TV Promotion (Local)

JULY 4<sup>TH</sup> CELEBRATION & STREET FEST





# Hill Country Festivals & Illusions into Reality

SILVER

Best Event Program

**KERRVILLE RENAISSANCE FESTIVAL**

Best Miscellaneous Printed Materials (Single Page)

**KERRVILLE RENAISSANCE FESTIVAL**

Best New Merchandise

**KERRVILLE RENAISSANCE FESTIVAL**



# Hill Country Festivals & Illusions into Reality

## SILVER

Best Other Merchandise

**KERRVILLE RENAISSANCE FESTIVAL**

Best Pin or Button

**KERRVILLE RENAISSANCE FESTIVAL**

Best Promotional Poster

**KERRVILLE RENAISSANCE FESTIVAL**



# McAllen Public Library

## SILVER

Best Event Promotional Photograph  
**SOUTH TEXAS BOOK FESTIVAL**

Best Miscellaneous Multimedia  
**SOUTH TEXAS BOOK FESTIVAL**

Best New Festival or Event  
**SOUTH TEXAS BOOK FESTIVAL**





# Visit Mansfield

SILVER

Best Radio Promotion  
MUSIC ALLEY



# Shertz Parks & Recreation

SILVER

Best Outdoor Billboard

SHERTZ 4<sup>TH</sup> OF JULY JUBILEE

Best Single Magazine Display Ad

DADDY DAUGHTER DANCE

Virtual  
Marketing  
Awards



# Welcome Home, RGV

## SILVER

Best Give-Away Item  
**CRUISE WITH KRISTI**



# City of Murphy

SILVER

Best Event Website  
TUNES, TAILS & ALES



# City of Edinburg

SILVER

Best Miscellaneous Onsite Décor  
**TUNES, TAILS & ALES**

# Keep McAllen Beautiful

## SILVER

Best Company Image Pieces  
**KEEP MCALLEN BEAUTIFUL LOGO**

Best Miscellaneous Clothing  
**ARBOR DAY CELEBRATION**

Best Miscellaneous Printed Materials (Multi Page)  
**ARBOR DAY CELEBRATION**

Virtual  
Marketing  
Awards





# Keep McAllen Beautiful

## SILVER

Best Mascot

**ARBOR DAY CELEBRATION**

Best Volunteer Program

**PAINT MCALLEN BEAUTIFUL**

Best Promotional Brochure

**ADOPT-A-PARK**



# Virtual Marketing Awards

Kaliff  
INSURANCE

100  
YEARS  
1917-2017



**BUDGET CATEGORY**

Under \$75,000

**BRONZE RECIPIENTS**



# Brackenridge Recreation Complex

BRONZE

Best Promotional Poster

BRACKENRIDGE WINTER CARNIVAL & SNOW DAY





# City of Clute

BRONZE

Best Event Program

BAM BRAZOS ARTS IN MEDIA FESTIVAL



# City of McAllen Recycling Center

BRONZE

Best Event Website  
TEXAS RECYCLES DAY 2019



# City of Tomball

## BRONZE

Best Event Promotional Photograph

**GROOVFEST 2019**

Best Give-Away Item

**SAM HOUSTON TRAIL RIDE RECEPTION**

Best Hat

**TOMBALL BLUEGRASS FESTIVAL**

Virtual  
Marketing  
Awards





# City of Tomball

## BRONZE

Best Radio Promotion

**TOMBALL DEPOT DAY**

Best Single Magazine Display Ad

**HOLIDAY FESTIVALS**

Best Single Newspaper Display Ad

**TOMBALL DEPOT DAY**

Virtual  
Marketing  
Awards



# East Montgomery County Improvement District

BRONZE

Best Miscellaneous Multimedia  
**THE BACK TO SCHOOL BASH**

Virtual  
Marketing  
Awards



# Hill Country Festivals & Illusions into Reality

## BRONZE

Best Miscellaneous Onsite Décor

**KERRVILLE RENAISSANCE FESTIVAL**

Best Single Digital / Social Ad

**KERRVILLE RENAISSANCE FESTIVAL**





# McAllen Public Library

## BRONZE

Best Social Media Site

**SOUTH TEXAS BOOK FESTIVAL**

Best Miscellaneous Printed Material (Single Page)

**SOUTH TEXAS BOOK FESTIVAL BOOKMARK**

Best T-Shirt Design

**SOUTH TEXAS BOOK FESTIVAL**



# Shertz Parks & Recreation

BRONZE

Best Outdoor Billboard  
**HOLIDAZZLE**



# City of Edinburg

## BRONZE

Best Organization Website  
**EDINBURG CULTURAL ARTS**

Best Social Media Site  
**EDINBURG CULTURAL ARTS**

Best Event Video  
**CITY OF SUGARLAND**  
**2020 MEMORIAL DAY CEREMONY**





# City of Sugar Land, Texas

BRONZE

Best Event Video  
2020 MEMORIAL DAY CEREMONY



# Ultimate Texas Giveaway

# First Spin of the Wheel!



# Good Luck Everyone



# Virtual Marketing Awards

**Kaliff**  
INSURANCE

**100**  
YEARS  
1917-2017



**BUDGET CATEGORY**

**\$75,000 - \$250,000**



# City of Edinburg

GOLD

Best Single Digital / Social Ad

SOUTH TEXAS

INTERNATIONAL FILM FESTIVAL

Best Single Newspaper Display Ad

FRIDAFEST

Virtual  
Marketing  
Awards



# City of Edinburg

## Best Single Digital Social Ad



## Best Single Newspaper Display Ad



Virtual  
Marketing  
Awards

# City of Southlake Texas

GOLD

Best Miscellaneous Onsite Décor  
**STARS AND STRIPES 20<sup>TH</sup>  
ANNIVERSARY**



Virtual  
Marketing  
Awards



# City of McAllen Convention Center Facilities

## GOLD

Best Event Within An Existing Festival

**FIESTA DE PALMAS**

Best Individual Sponsor Follow-Up Report

**FIESTA DE PALMAS**

Best TV Promotion

**FIESTA DE PALMAS**



# City of McAllen Convention Center Facilities

## Best Individual Sponsorship Follow-up Report



## Best Event Within an Existing Event



Virtual  
Marketing  
Awards

# City of McAllen Convention Center Facilities

**GOLD**

**Best Event Promotional Photograph**

**MCALLEN INTERNATIONAL CAR FEST**

**Best Event Video Promotion**

**MCALLEN INTERNATIONAL CAR FEST**

**Best Targeted Sponsor Solicitation**

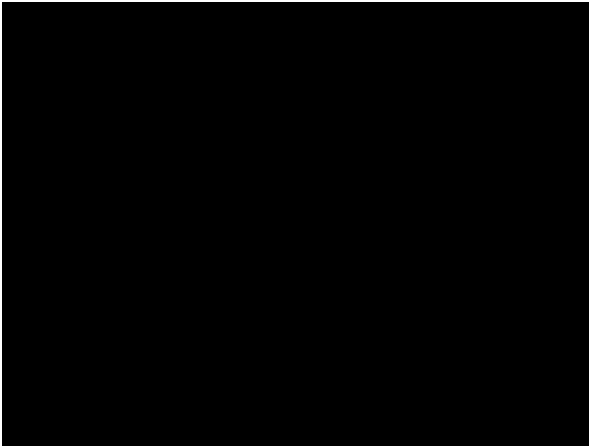
**MCALLEN INTERNATIONAL CAR FEST**





# City of McAllen Convention Center Facilities

## Best Event Video Promotion



## Best Event Promotional Photograph



Virtual  
Marketing  
Awards

# City of Murphy

GOLD

Best Digital / Social Ad Series

**CHRISTMAS IN THE PARK**



Virtual  
Marketing  
Awards

# City of Waco

GOLD

Best Miscellaneous Multimedia  
**BRAZOS NIGHTS**

Best Event / Organization Newsletter  
**CITY OF WACO EVENTS**

Virtual  
Marketing  
Awards





# City of Waco

## Best Event/Organization Newsletter

CITY OF WACO  
PARKS AND RECREATION

JUNE HIGHLIGHTS



With the official start of summer just a couple weeks away, the City of Waco Parks and Recreation Department is gearing up for a month of family-friendly events and activities to help you kick off the season!

Brazos Nights Concert Series

Virtual  
Marketing  
Awards

# City of Waco

**GOLD**

**Best Miscellaneous Clothing**

**WACO WONDERLAND**

**Best Single Magazine Display Ad**

**WACO WONDERLAND**

*Virtual  
Marketing  
Awards*



# City of Waco

## Best Single Magazine Display Ad



## Best Miscellaneous Clothing



Virtual  
Marketing  
Awards



# City of Clute

GOLD

Best Radio Promotion

**GREAT TEXAS MOSQUITO FESTIVAL**



Virtual  
Marketing  
Awards



# Lubbock Arts Alliance

GOLD

Best Event Website

LUBBOCK ARTS FESTIVAL

Best Miscellaneous Printed Material

LUBBOCK ARTS FESTIVAL

Best New Merchandise

LUBBOCK ARTS FESTIVAL

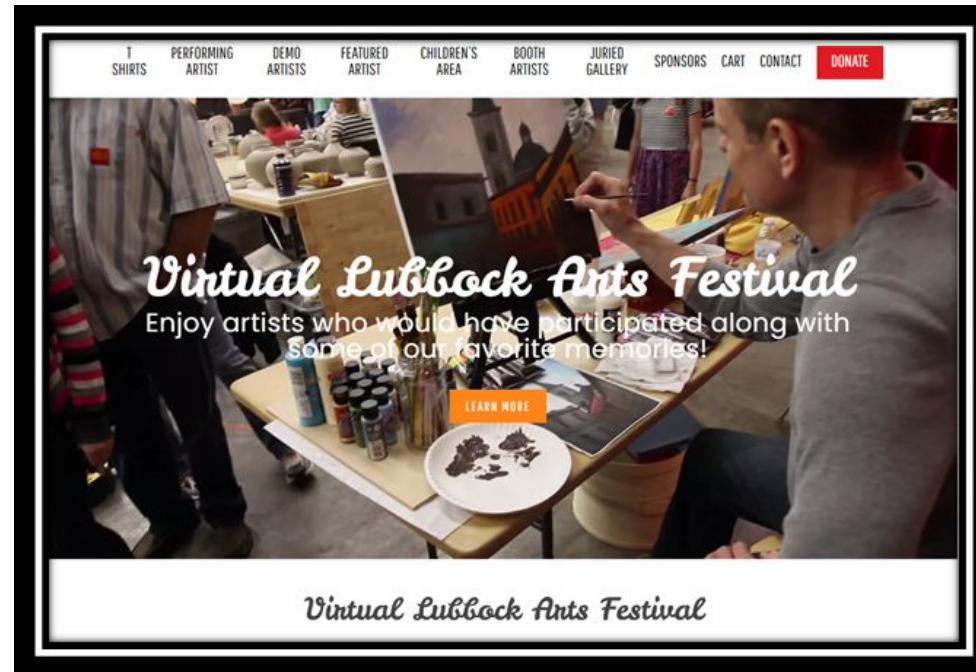


# Lubbock Arts Alliance

## Best Miscellaneous Printed Material



## Best Event Website



## Best New Merchandise



Virtual  
Marketing  
Awards



# Lubbock Arts Alliance

GOLD

Best Other Merchandise

LUBBOCK ARTS FESTIVAL

Best Outdoor Billboard

LUBBOCK ARTS FESTIVAL

Virtual  
Marketing  
Awards



# Lubbock Arts Alliance

## Best Outdoor Billboard



## Best Other Merchandise



Virtual  
Marketing  
Awards

# Lubbock Arts Alliance

GOLD

Best Promotional Brochure  
LUBBOCK ARTS FESTIVAL

Best Sponsor Gift  
LUBBOCK ARTS FESTIVAL

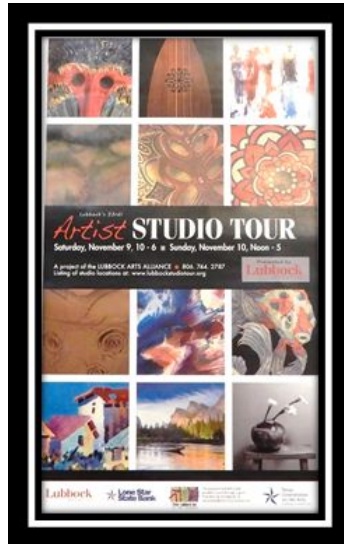
Virtual  
Marketing  
Awards





# Lubbock Arts Alliance

## Best Promotional Brochure



## Best Sponsor Gift



Virtual  
Marketing  
Awards

# Weatherford Chamber of Commerce

**GOLD**

**Best Promotional Poster**

**PARKER COUNTY PEACH FESTIVAL**

**Best T-Shirt Design**

**PARKER COUNTY PEACH FESTIVAL**



# Weatherford Chamber of Commerce

## Best Promotional Poster



## Best T-Shirt Design



Virtual  
Marketing  
Awards



# Welcome Home, RGV

GOLD

Best Event Program

WINTER TEXAN EXPO

Best Newspaper Insert / Supplement

WINTER TEXAN EXPO

Virtual  
Marketing  
Awards



# Welcome Home RGV

## Best Newspaper Insert / Supplement



Virtual  
Marketing  
Awards

# Plano Balloon Festival, Inc.

GOLD

Best Give-Away Item

INTOUCH CREDIT UNION

PLANO BALLOON FESTIVAL / RUN SERIES

Best Social Media Site

INTOUCH CREDIT UNION

PLANO BALLOON FESTIVAL / RUN SERIES

Virtual  
Marketing  
Awards





# Plano Balloon Festival, Inc

## Best Give-Away Items



## Best Social Media Site



Virtual  
Marketing  
Awards

# Virtual Marketing Awards

Kaliff  
INSURANCE

100  
YEARS  
1917-2017



**BUDGET CATEGORY**

**\$75,000 - \$250,000**

**SILVER RECIPIENTS**



# City of Edinburg

## SILVER

Best Digital / Social Ad Series

**SOUTH TEXAS INTERNATIONAL FILM FESTIVAL**

Best Event Website

**SOUTH TEXAS INTERNATIONAL FILM FESTIVAL**

Best Single Newspaper Display Ad

**SOUTH TEXAS INTERNATIONAL FILM FESTIVAL**





# City of McAllen Convention Center Facilities

## SILVER

Best Event Program

**FIESTA DE PALMAS**

Best Promotional Poster

**FIESTA DE PALMAS**

Best TV Promotion

**MCALLEN INTERNATIONAL CAR FEST**



# City of Murphy

SILVER

Best Give-Away Item  
**MURPHY MAIZE DAYS**

Best Sponsor Gift  
**MURPHY MAIZE DAYS**

Virtual  
Marketing  
Awards



# Plano Balloon Festival, Inc.

SILVER

Best Event Video Promotion

INTOUCH CREDIT UNION

PLANO BALLOON FESTIVAL / RUN SERIES

Virtual  
Marketing  
Awards





# City of Waco

SILVER

Best Social Media Site

**BRAZOS NIGHTS**

Best Event Promotional Photograph

**WACO WONDERLAND**

Virtual  
Marketing  
Awards



# City of Waco

## SILVER

**Best Festival / Event Mobile Application**

**WACO WONDERLAND**

**Best Miscellaneous Onsite Décor**

**WACO WONDERLAND**

**Best Outdoor Billboard**

**WACO WONDERLAND**



# City of Clute

SILVER

Best Miscellaneous Multimedia  
**GREAT TEXAS MOSQUITO FESTIVAL**

Virtual  
Marketing  
Awards





# Lubbock Arts Alliance

SILVER

Best Individual Sponsor Follow-Up Report  
LUBBOCK ARTS FESTIVAL

Best Radio Promotion  
LUBBOCK ARTS FESTIVAL

Best Single Magazine Display Ad  
LUBBOCK ARTS FESTIVAL

Virtual  
Marketing  
Awards



# Lubbock Arts Alliance

SILVER

Best Targeted Sponsor Solicitation Proposal  
LUBBOCK ARTS FESTIVAL

Best T-Shirt Design  
LUBBOCK ARTS FESTIVAL

Virtual  
Marketing  
Awards





# Virtual Marketing Awards

**Kaliff**  
INSURANCE

**100**  
YEARS  
1917-2017



**BUDGET CATEGORY**

**\$75,000 - \$250,000**

**BRONZE RECIPIENTS**



# City of Edinburg

BRONZE

Best Social Media Site

**SOUTH TEXAS INTERNATIONAL FILM FESTIVAL**

Virtual  
Marketing  
Awards



# City of McAllen Convention Center Facilities

## BRONZE

Best Event Promotional Photograph

**FIESTA DE PALMAS**

Best Event Website

**FIESTA DE PALMAS**



# City of McAllen Convention Center Facilities

## BRONZE

Best Radio Promotion

**FIESTA DE PALMAS**

Best Promotional Poster

**MCALLEN INTERNATIONAL CAR FEST**





# City of Southlake Texas

## BRONZE

Best Event Video Promotion

**STARS AND STRIPES 20<sup>TH</sup> ANNIVERSARY**

Best Give-Away Item

**STARS AND STRIPES 20<sup>TH</sup> ANNIVERSARY**



# City of Murphy

## BRONZE

Best Miscellaneous Onsite Décor  
**MURPHY MAIZE DAYS**

Best Digital / Social Ad Series  
**RAINBOW TROUT ROUNDUP**



# City of Waco

## BRONZE

Best Single Digital / Social Ad

**BRAZOS NIGHTS**

Best Single Magazine Display Ad

**BRAZOS NIGHTS**





# City of Clute

BRONZE

Best T-shirt

**GREAT TEXAS MOSQUITO FESTIVAL**

Virtual  
Marketing  
Awards



# Ultimate Texas Giveaway

**Second  
Spin of  
The  
Wheel!**



**Good Luck  
Everyone!**

*Virtual  
Marketing  
Awards*