

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY
\$250,000 - \$750,000

East Montgomery County Improvement District

GOLD

Best Miscellaneous Multimedia
A HOLIDAY TO REMEMBER

Virtual
Marketing
Awards



East Montgomery Improvement District

Best Miscellaneous Multimedia
A Holiday to Remember



Virtual
Marketing
Awards

City of McAllen

GOLD

Best Digital Social Ad Series

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Full-Length TV Program (Local Programming)

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Full-Length TV Program (National Promotion / Syndication)

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

*Virtual
Marketing
Awards*




City of McAllen

Best Social Ad Series



McAllen Holiday Parade


@mcallenholidayparade · Community

 **Shop Now**

 www.1.ticketmaster.com

[Home](#) [About](#) [Photos](#) [Events](#) [More ▾](#)

 **Liked**

 **Message**





Virtual
Marketing
Awards

City of McAllen

GOLD

Best Individual Sponsor Follow-Up Report

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Media Relations Campaign

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

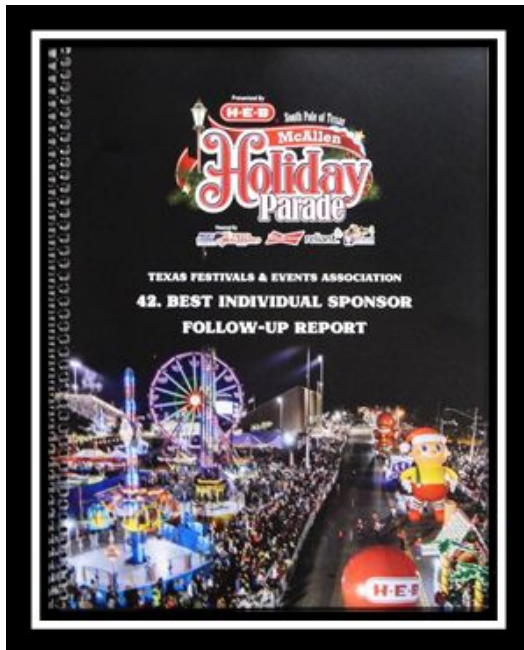
Best Miscellaneous Onsite Décor

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

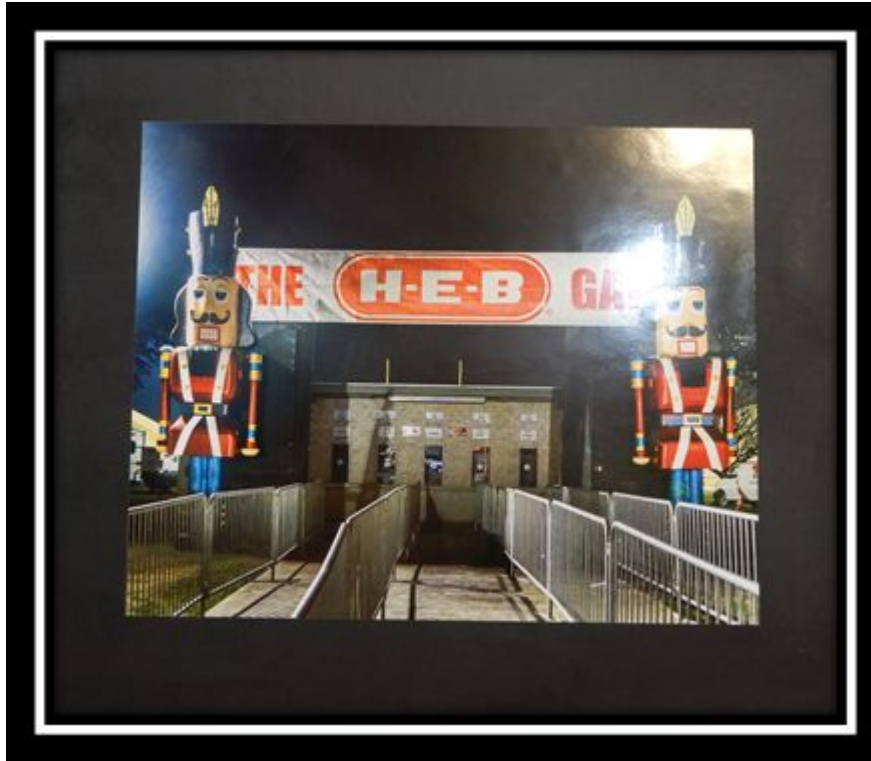


City of McAllen

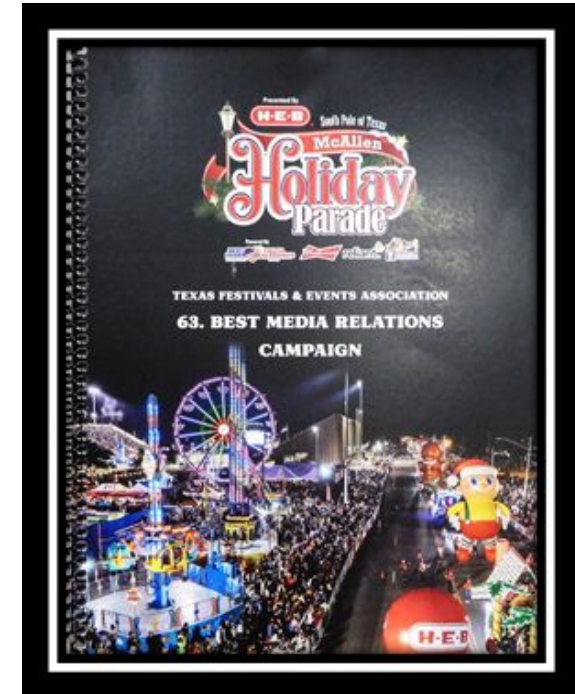
Best Individual Sponsor Follow-Up Report



Best Onsite Décor



Best Media Relations Campaign



Virtual
Marketing
Awards

City of McAllen

GOLD

Best Miscellaneous Printed Materials (Multiple Pages)
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Miscellaneous Printed Materials (Single Page)
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Outdoor Billboard
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B



City of McAllen

Best Miscellaneous Multi Pages



Printed Materials Single Page



Best Outdoor Billboard



Virtual
Marketing
Awards

City of McAllen

GOLD

Best Overall Sponsorship Program

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Parade

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

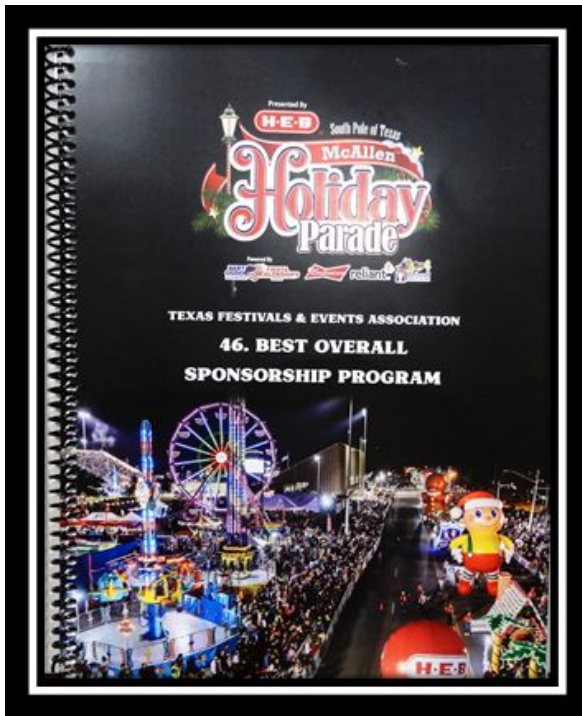
Best Press / Media Kit

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B



City of McAllen

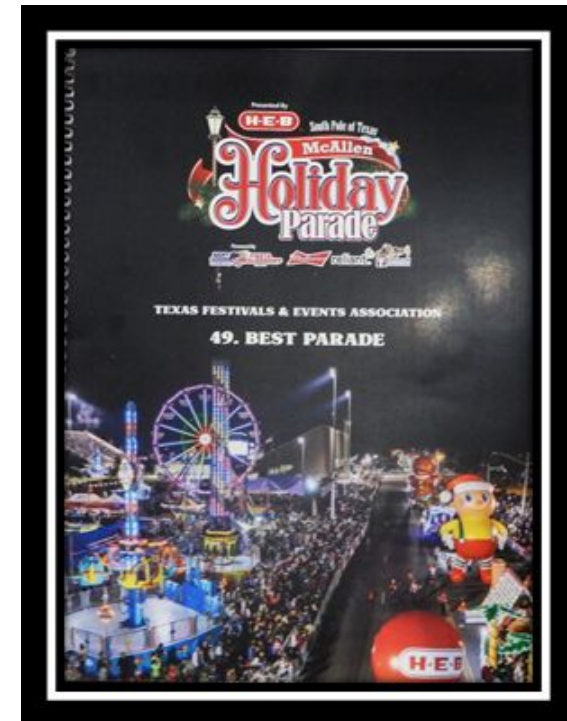
**Best Overall
Sponsorship**



**Best Press / Media
Kit**



Best Parade



*Virtual
Marketing
Awards*

City of McAllen

GOLD

Best Promotional Brochure

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Radio Promotion

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Single Digital / Social Ad

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B



City of McAllen

Best Radio Promotion

Best Single Digital Social Ad



McAllen Holiday Parade

@mcallenholidayparade · Community

Following

Home About Photos Events More ▾

Liked

Message



McAllen Holiday Parade is with Chick-fil-A and 61 others at McAllen Holiday Parade. ...

December 3, 2019 · McAllen · 🌐

This Saturday 🌟 Dec. 7 is the largest holiday & helium balloon parade in Texas celebrating the official South Pole of Texas! The McAllen Holiday Parade presented by H-E-B will feature 39 giant balloons, 55 illuminated floats 🌟, celebrities, Santa 🎅 and an Opening Ceremony Extravaganza with fireworks 🎆 by Mane De la Parra Oficial. Stadium tickets 🎫 at <https://bit.ly/34KwHre> 🟢 ~ while supplies last!

Virtual
Marketing
Awards

City of McAllen

GOLD

Best Single Newspaper Display Ad

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Sponsor Activation

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

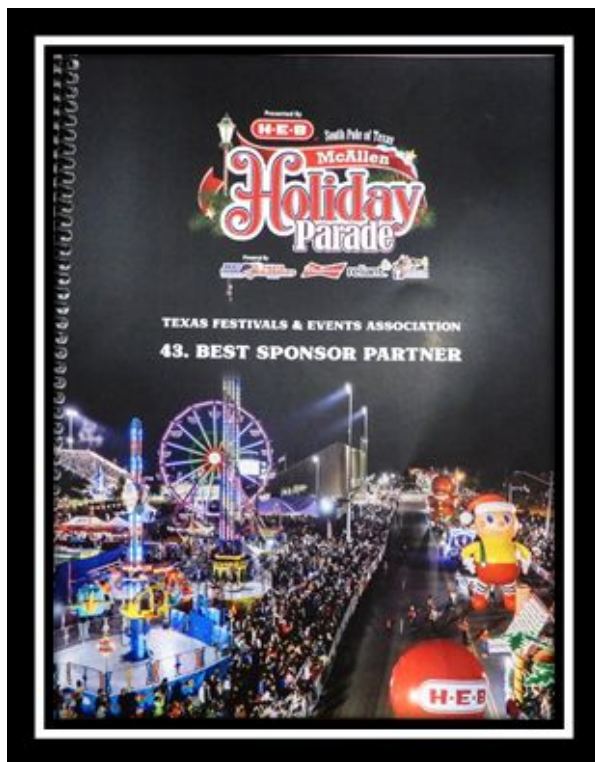
Best Sponsor Partner

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

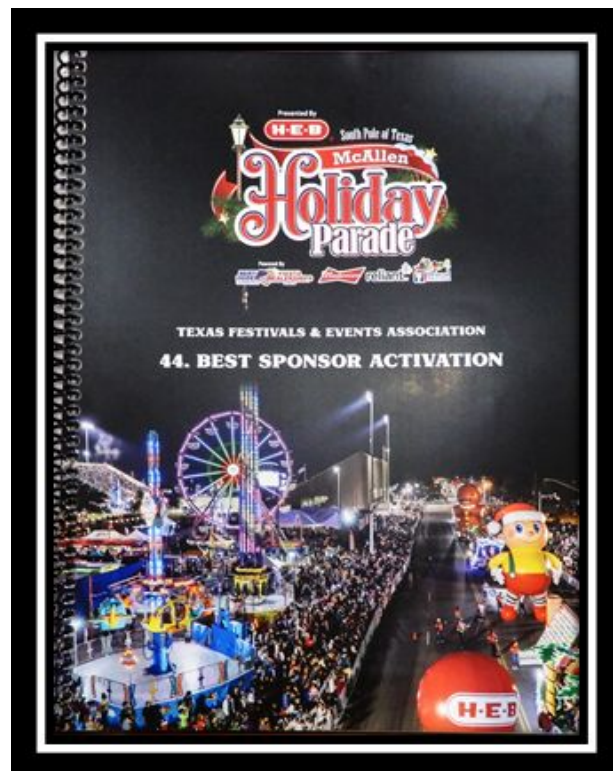


City of McAllen

Best Sponsor Partner



Best Sponsor Activation



Best Newspaper Display Ad



Virtual
Marketing
Awards

City of McAllen

GOLD

Best Sponsorship Program for Individual Sponsor
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Targeted Sponsor Solicitation Proposal
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best TV Promotion
MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B



City of McAllen

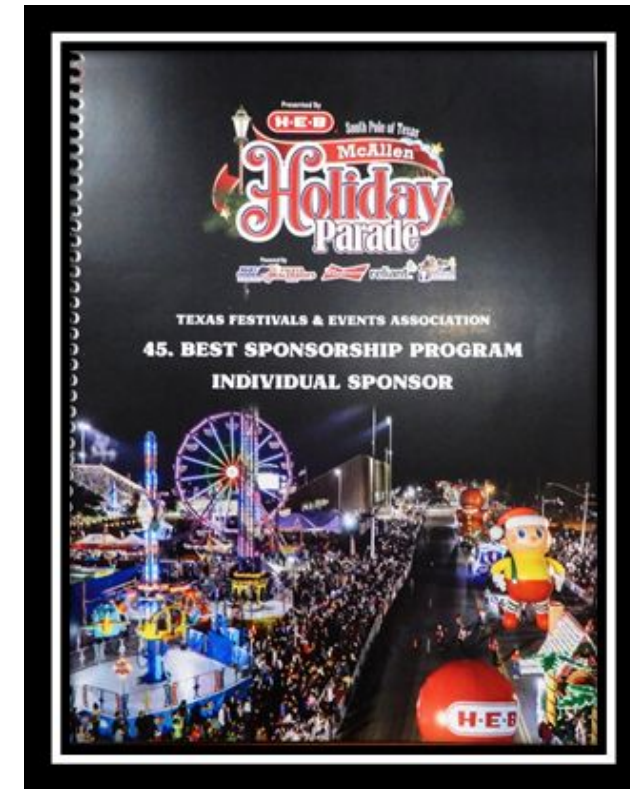
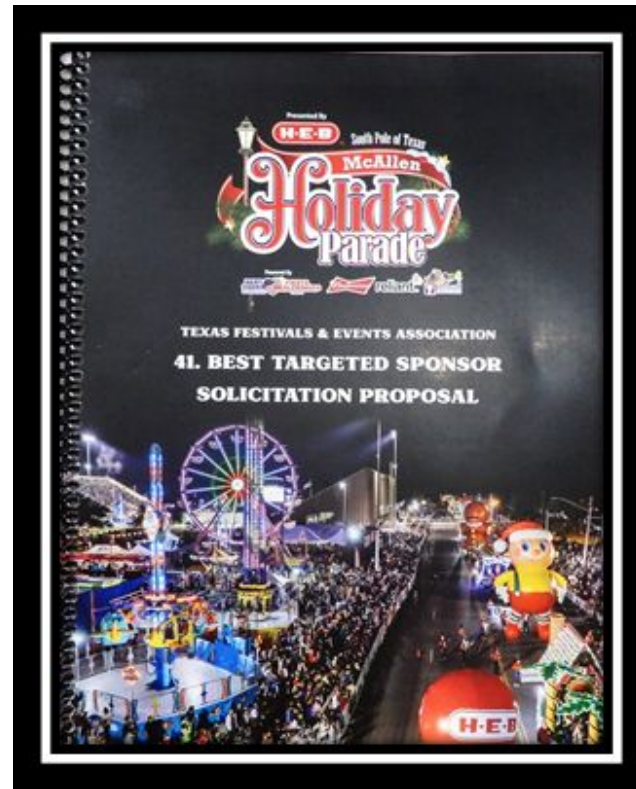
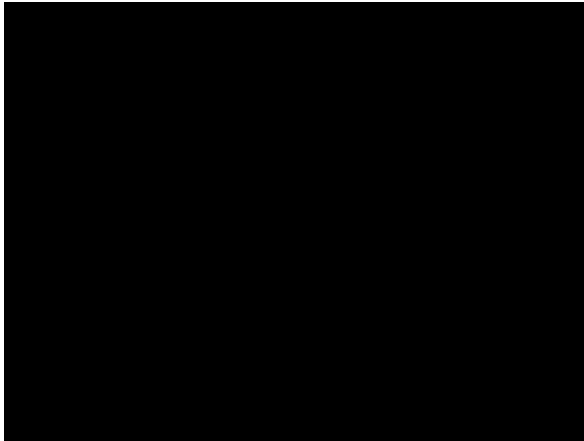
Best TV Promotion

Best Targeted Sponsor

Best Sponsorship

Solicitation Proposal

Program Individual
Sponsor



Virtual
Marketing
Awards

City of McAllen

GOLD

Best Video Promotion

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

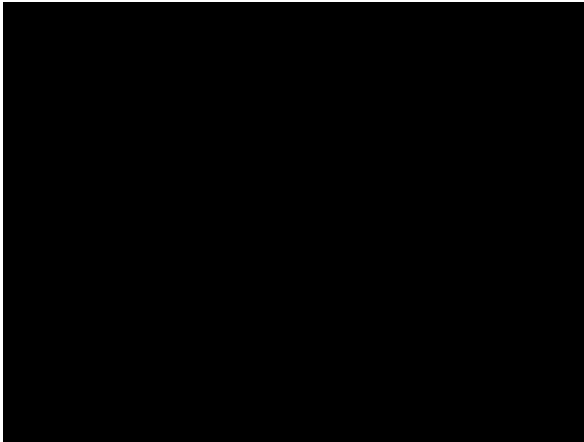
Best Volunteer Program

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

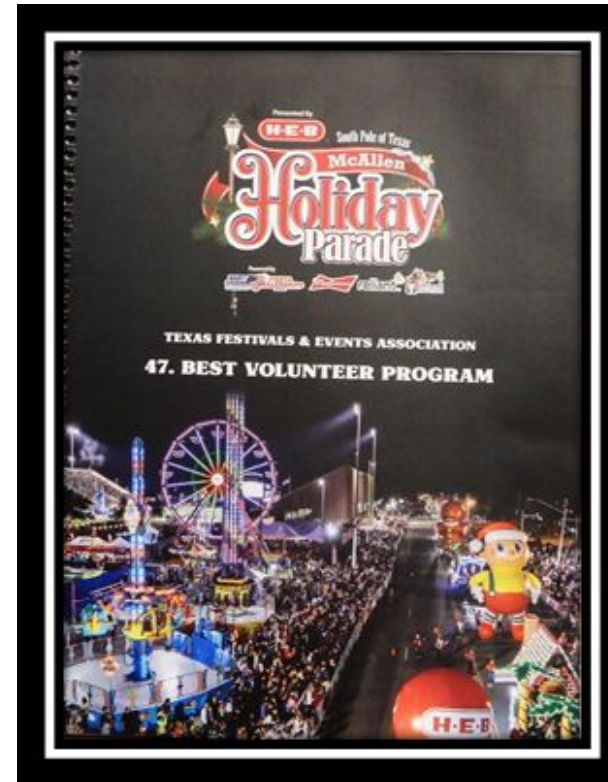


City of McAllen

Best Video Promotion



Best Volunteer Program



Virtual
Marketing
Awards

Texas International Fishing Tournament, Inc.

GOLD

Best Event Program
80TH ANNUAL TIFT

Best Hat
80TH ANNUAL TIFT

Virtual
Marketing
Awards

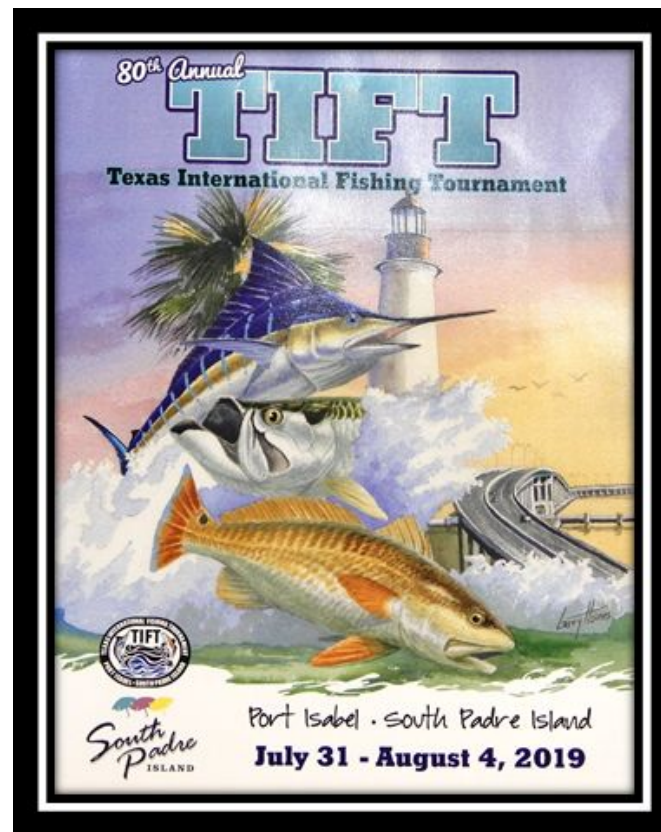


Texas International Fishing Tournament, Inc.

Best Hat



Best Event Program



Virtual
Marketing
Awards

Texas International Fishing Tournament, Inc.

GOLD

Best Miscellaneous Clothing
80TH ANNUAL TIFT

Best Other Merchandise
80TH ANNUAL TIFT

Virtual
Marketing
Awards



Texas International Fishing Tournament, Inc.

Best Miscellaneous Clothing



Best Other Merchandise



Virtual
Marketing
Awards

McAllen Chamber of Commerce

GOLD

Best Company Image Pieces

MXLAN

Best Cover Design

MXLAN

Best Event Promotional Photograph

MXLAN

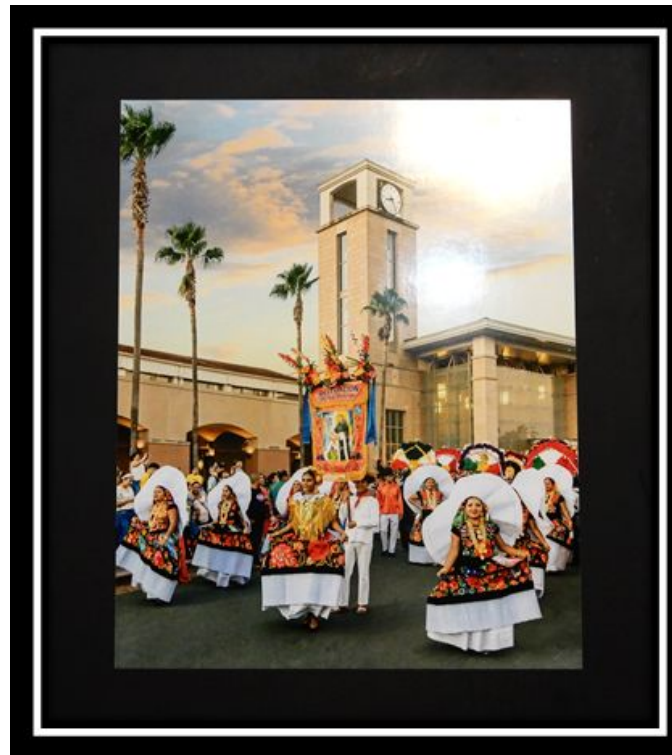


McAllen Chamber of Commerce

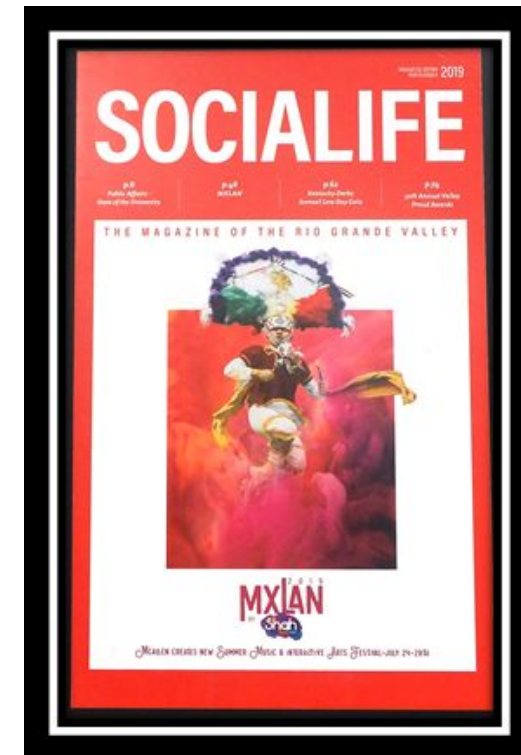
Best Company
Image Piece



Best Promotional
Photograph



Best Cover Design



Virtual
Marketing
Awards

McAllen Chamber of Commerce

GOLD

Best Give-Away Item

MXLAN

Best New Festival or Event

MXLAN

Best Newspaper Insert / Supplement

MXLAN



McAllen Chamber of Commerce

Best New Festival or Event



Best Newspaper Insert Supplement



Best Give-Away Item



Virtual
Marketing
Awards

McAllen Chamber of Commerce

GOLD

Best Single Magazine Display Ad

MXLAN

Best Social Media Site

MXLAN

Best T-Shirt Design

MXLAN

Virtual
Marketing
Awards

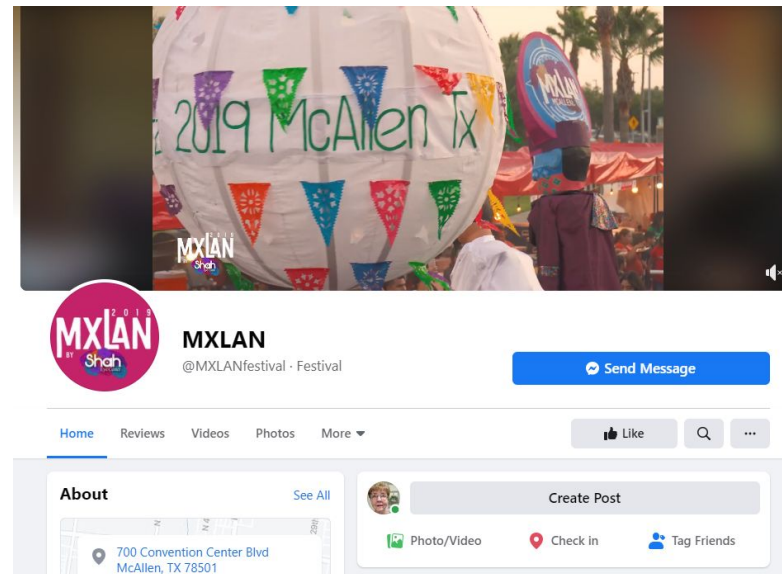


McAllen Chamber of Commerce

Best T-Shirt Design



Best Social Media Site



Best Single Magazine Display Ad



Virtual
Marketing
Awards

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

\$250,000 - \$750,000

SILVER RECIPIENTS

City of McAllen

SILVER

Best Cover Design

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Event Promotional Photograph

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Other Merchandise

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Virtual
Marketing
Awards



City of McAllen

SILVER

Best Single Magazine Display Ad

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best Social Media Site

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B

Best T-Shirt Design

MCALLEN HOLIDAY PARADE PRESENTED BY H-E-B



Texas International Fishing Tournament, Inc.

SILVER

Best Give-Away Item
80TH ANNUAL TIFT



McAllen Chamber of Commerce

SILVER

Best Digital / Social Ad Series

MXLAN

Best Event Video Promotion

MXLAN



McAllen Chamber of Commerce

SILVER

Best Full-Length TV Program

MXLAN

Best Miscellaneous Onsite Décor

MXLAN



Lubbock Arts Alliance

SILVER

Best Miscellaneous Printed Materials

LUBBOCK ARTS ALLIANCE MEMBERSHIP DRIVE



Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

\$250,000 - \$750,000

BRONZE RECIPIENTS

Texas International Fishing Tournament, Inc.

BRONZE

Best T-Shirt Design
80TH ANNUAL TIFT



Ultimate Texas Giveaway

**Third
Spin of
The
Wheel!**



**Good Luck
Everyone!**

*Virtual
Marketing
Awards*

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY
Over \$750,000

Plano Balloon Festival, Inc.

GOLD

Best Promotional Brochure

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Digital / Social Ad Series

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Give-Away Item

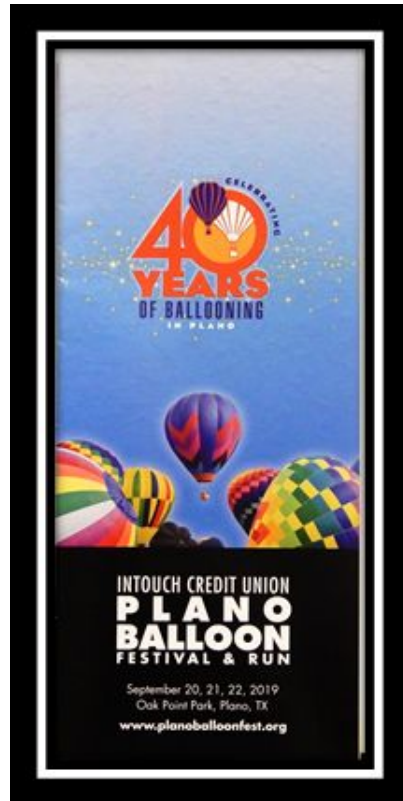
INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Virtual
Marketing
Awards



Plano Balloon Festival, Inc.

Best Promotional Brochure



Best Give-Away Item



Best Digital / Social Ad Series



Virtual
Marketing
Awards

Plano Balloon Festival, Inc.

GOLD

Best Promotional Poster

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Single Magazine Display Ad

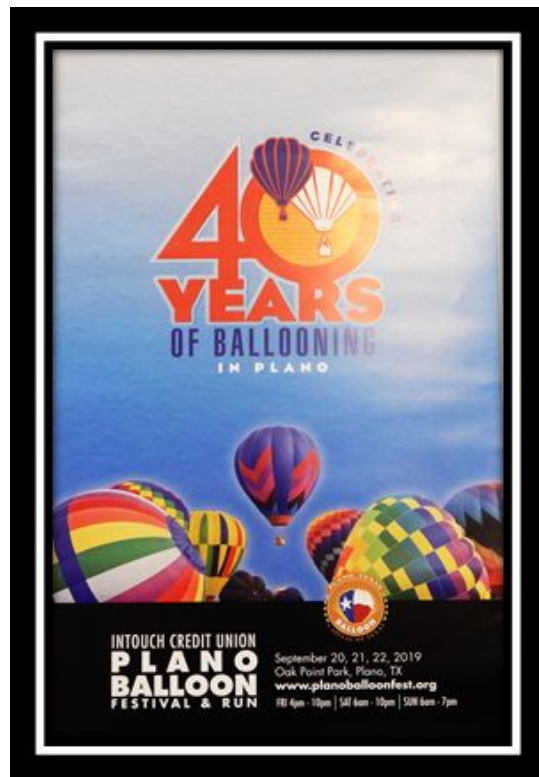
INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Virtual
Marketing
Awards

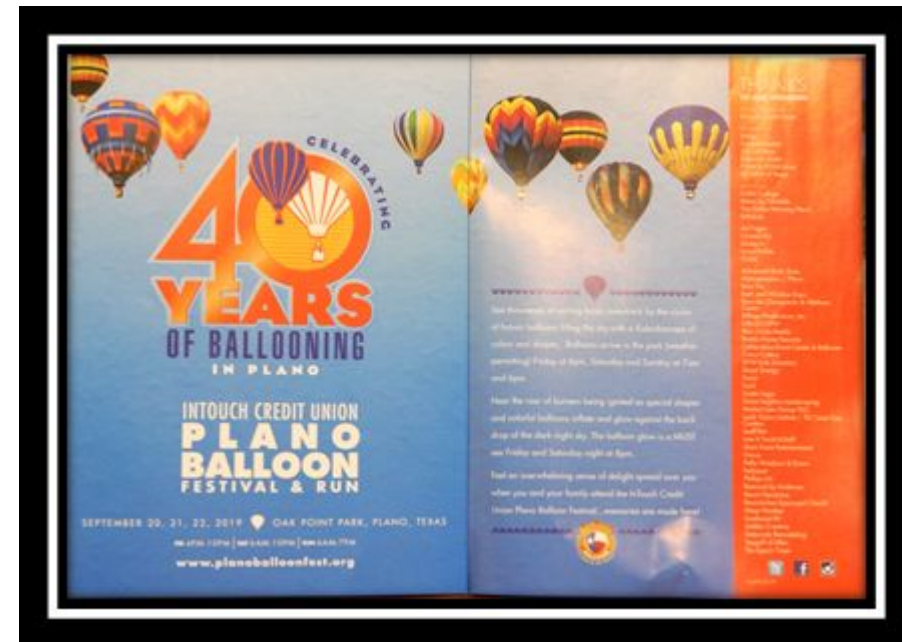


Plano Balloon Festival, Inc.

Best Promotional Poster



Best Single Magazine Display Ad



Virtual
Marketing
Awards

Plano Balloon Festival, Inc.

GOLD

Best Hat

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Miscellaneous Printed Materials (Multiple Pages)

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Virtual
Marketing
Awards



Plano Balloon Festival, Inc.

Best Hat



Best Miscellaneous Printed Materials Multiple Pages



Virtual
Marketing
Awards

City of McAllen Convention Center Facilities

GOLD

Best Event Video Promotion

FRIO!

Best Sponsor Partner

FRIO!

Best Event Website

FRIO!



City of McAllen Convention Center Facilities

Best Event Video



Best Event Website



Virtual
Marketing
Awards

City of McAllen Convention Center Facilities

GOLD

Best Radio Promotion

FRIO!

Best New Festival or Event

FRIO!

Best TV Promotion

FRIO!



City of McAllen Convention Center Facilities

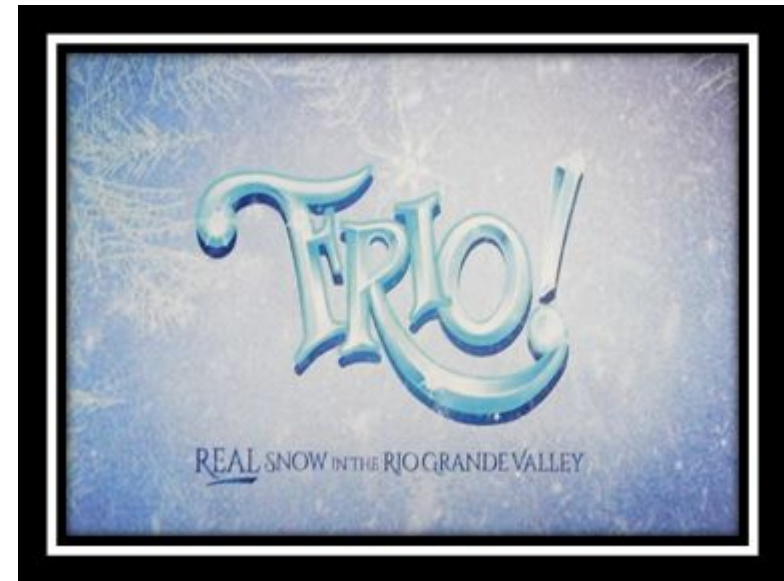
**Best Radio
Promotion**



Best TV Promotion



**Best New Festival or
Event**

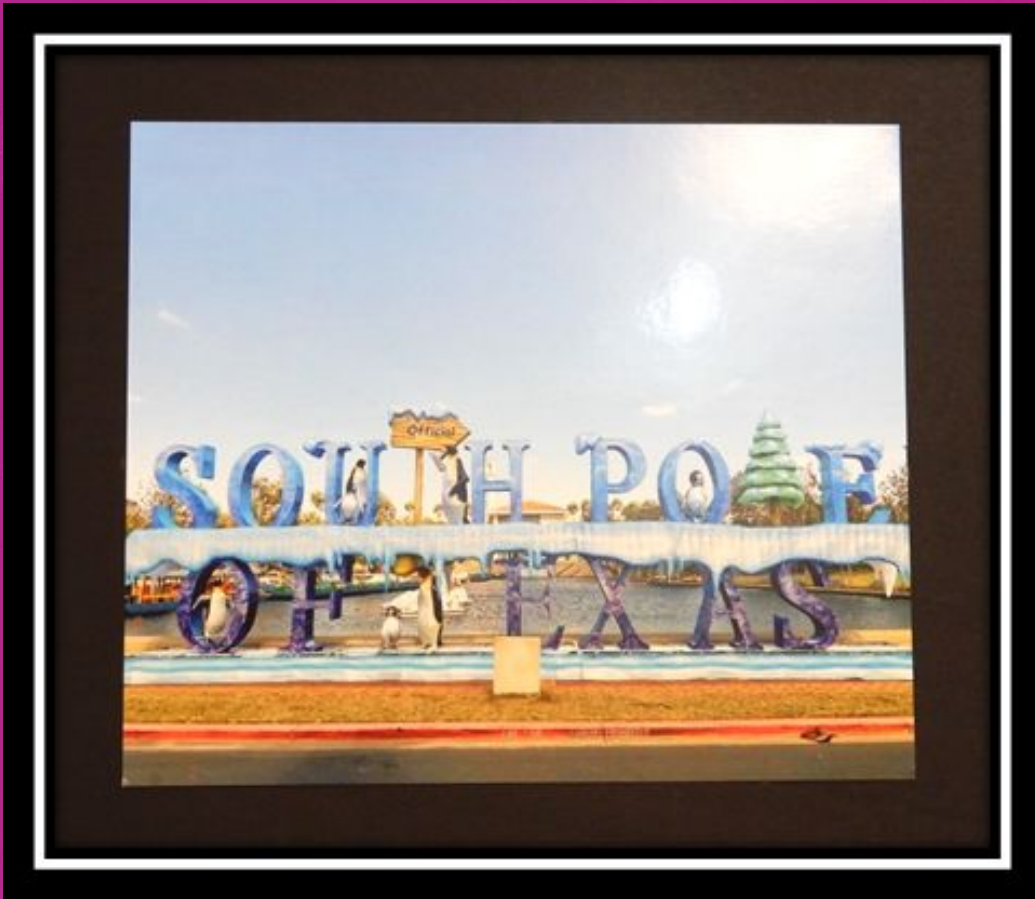


*Virtual
Marketing
Awards*

City of McAllen Convention Center Facilities

GOLD

Best Miscellaneous Onsite Décor
FRIO!



Virtual
Marketing
Awards

Pasadena Livestock Show & Rodeo

GOLD

Best Pin or Button

70TH PASADENA LIVESTOCK SHOW & RODEO

Best Company Image Pieces

PASADENA LIVESTOCK SHOW & RODEO

Best Miscellaneous Clothing

PASADENA LIVESTOCK SHOW & RODEO

Virtual
Marketing
Awards



Pasadena Livestock Show & Rodeo

Best Pin or Button



Best Miscellaneous Clothing



Virtual
Marketing
Awards

Washington's Birthday Celebration Association

GOLD

Best Commemorative Poster

"TRADITIONS GLOW" BY DANNY MEDELLIN

Best Ad Series

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Festival / Event Mobile Application

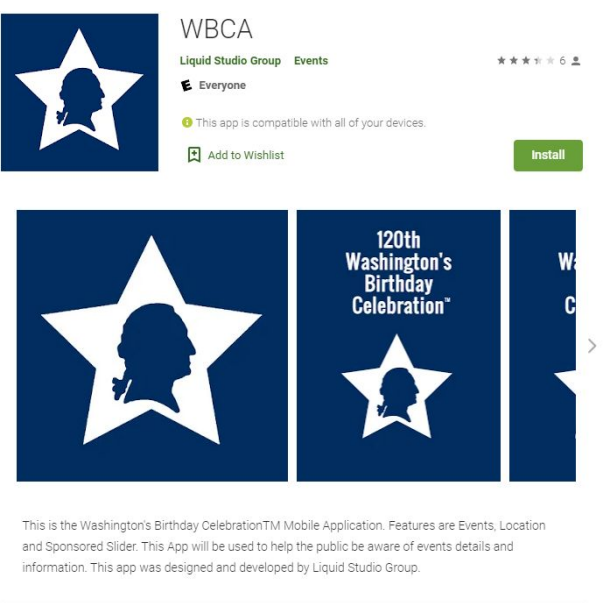
123RD WASHINGTON'S BIRTHDAY CELEBRATION

Virtual
Marketing
Awards

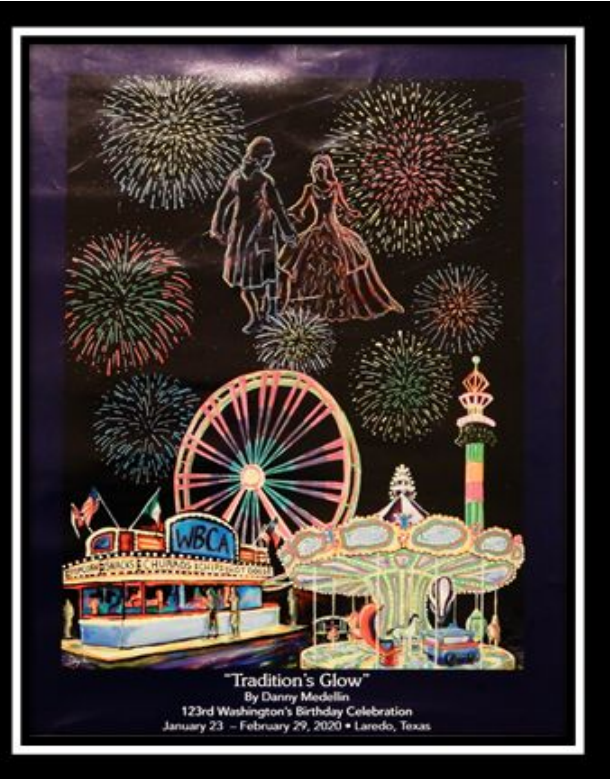


Washington's Birthday Celebration Association

Best Festival/Event Mobile Application



Best Commemorative Poster



Best Ad Series



Virtual Marketing Awards

Washington's Birthday Celebration Association

GOLD

Best Miscellaneous Multimedia

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Organization E-Newsletter

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Press / Media Kit

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Virtual
Marketing
Awards

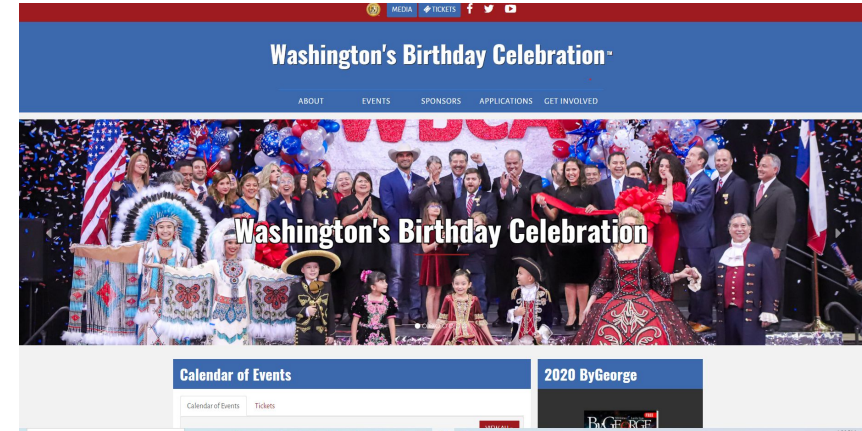


Washington's Birthday Celebration Association

Best Press/Media Kit



Best Event / Organization E-Newsletter



Best Miscellaneous Multimedia



Virtual
Marketing
Awards

Washington's Birthday Celebration Association

GOLD

Best Social Media Site

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Educational Program

AHT GEORGE WASHINGTON PERFORMANCE

Best Newspaper Insert / Supplement

BYGEORGE MAGAZINE

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

Best Newspaper Insert Supplement



Best Educational Program



Virtual
Marketing
Awards

Washington's Birthday Celebration Association

GOLD

Best T-Shirt Design

JALAPEÑO FESTIVAL SPONSORED BY LA COSTEÑA

Best Event (Within an Existing Festival)

LA COSTEÑA JALAPEÑO EATING CONTEST

Best Event Program

MR. SOUTH TEXAS LUNCHEON

HOSTED BY TEXAS COMMUNITY BANK

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

Best Event Program

Best Event T-Shirt
Design

Best Event Within An
Existing Festival



Virtual
Marketing
Awards

Washington's Birthday Celebration Association

GOLD

Best Event Promotional Photograph

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Best Miscellaneous Printed Materials (Single Page)

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Best Outdoor Billboard

**STARS AND STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**



Washington's Birthday Celebration Association

Best Event
Promotional Photo

Best Miscellaneous
Printed Materials
Single Page

Best Outdoor
Billboard



Virtual
Marketing
Awards

Washington's Birthday Celebration Association

GOLD

Best Single Digital / Social Ad

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Best Single Newspaper Display Ad

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Most Creative / Effective News Stunt

**STRIPES® MEDIA / CELEBRITY JALAPEÑO EATING
CHALLENGE**

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

**Best Single Digital
Social Ad**



**Most Creative Effective
Effective News Stunt**



**Best Single Newspaper
Display Ad**



*Virtual
Marketing
Awards*

Washington's Birthday Celebration Association

GOLD

Best Event Invitation

WBCA MEMBERSHIP BBQ

Best Cover Design

WBCA PROGRAM BOOK

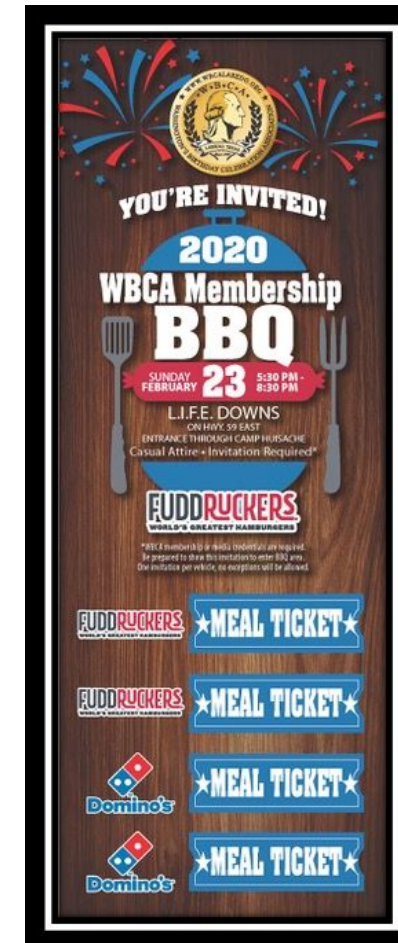
Virtual
Marketing
Awards



Washington's Birthday Celebration Association

Best Cover Design

Best Event Invitation



Virtual
Marketing
Awards

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

Over \$750,000

SILVER RECIPIENTS

Plano Balloon Festival, Inc.

SILVER

Best Event Video Promotion

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Pin or Button

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL

Best Social Media Site

INTOUCH CREDIT UNION PLANO BALLOON FESTIVAL



City of McAllen Convention Center Facilities

SILVER

Best Promotional Poster

FRIO!

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

SILVER

Best Ad Series

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Company Image Pieces

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Digital / Social Ad Series

123RD WASHINGTON'S BIRTHDAY CELEBRATION



Washington's Birthday Celebration Association

SILVER

Best Miscellaneous Printed Materials (Single Page)

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Promotional Brochure

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Event Program

AHT GEORGE WASHINGTON PERFORMANCE SPONSORED BY
CASTELLANO & CARPENTER DENTAL ASSOCIATES

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

SILVER

Best Event Promotional Photograph

ANHEUSER-BUSCH WASHINGTON'S BIRTHDAY PARADE

Best Outdoor Billboard

ANHEUSER-BUSCH WASHINGTON'S BIRTHDAY PARADE

Best Cover Design

BYGEORGE MAGAZINE

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

SILVER

Best Single Magazine Display Ad

DINNER WITH PRESIDENT HOSTED BY FALCON BANK

Best Radio Promotion

JALAPEÑO FESTIVAL SPONSORED BY LA COSTEÑA

Best Single Digital / Social Ad

JALAPEÑO FESTIVAL SPONSORED BY LA COSTEÑA



Washington's Birthday Celebration Association

SILVER

Best Single Newspaper Display Ad

JALAPEÑO FESTIVAL SPONSORED BY LA COSTEÑA

Best Event Website

**STARS AND STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Best TV Promotion

**STARS AND STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

SILVER

Best Give-Away Item

WBCA FOUNDING FATHERS 5K RUN AND WELLNESS FAIR

Best Miscellaneous Printed Materials (Multiple Pages)

**WBCA PIPES AND STRIPES CAR SHOW
SPONSORED BY VITALMED URGENT CARE**

Virtual
Marketing
Awards



Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

Over \$750,000

BRONZE RECIPIENTS

Pasadena Livestock Show & Rodeo

BRONZE

Best Give-Away Item

70TH YEAR COMMEMORATIVE COIN

Best Event Program

70TH YEAR RODEO PROGRAM

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

BRONZE

Best Company Image Pieces

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best TV Promotion

123RD WASHINGTON'S BIRTHDAY CELEBRATION

Best Outdoor Billboard

H-E-B FIREWORKS EXTRAVAGANZA

Virtual
Marketing
Awards



Washington's Birthday Celebration Association

BRONZE

Best Single Newspaper Display Ad

H-E-B FIREWORKS EXTRAVAGANZA

Best Event Website

JALAPEÑO FESTIVAL SPONSORED BY LA COSTEÑA

Best Single Magazine Display Ad

MR. SOUTH TEXAS LUNCHEON

HOSTED BY TEXAS COMMUNITY BANK



Washington's Birthday Celebration Association

BRONZE

Best Promotional Poster

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**

Best Event Video Promotion

**STARS & STRIPES AIR SHOW SPECTACULAR
SPONSORED BY MILLER LITE**



Washington's Birthday Celebration Association

BRONZE

Best Miscellaneous Printed Material (Single Page)

WBCA CARNIVAL

SPONSORED BY MCDONALD'S OF LAREDO

Best Miscellaneous Printed Materials (Multiple Pages)

WBCA PRESIDENT'S CUP GOLF TOURNAMENT

SPONSORED BY VANTAGE BANK

*Virtual
Marketing
Awards*



Washington's Birthday Celebration Association

BRONZE

Best Radio Promotion

**WBCA PRESIDENT'S CUP GOLF TOURNAMENT
SPONSORED BY VANTAGE BANK**

Best Single Digital / Social Ad

**WBCA PRESIDENT'S CUP GOLF TOURNAMENT
SPONSORED BY VANTAGE BANK**

Virtual
Marketing
Awards



Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

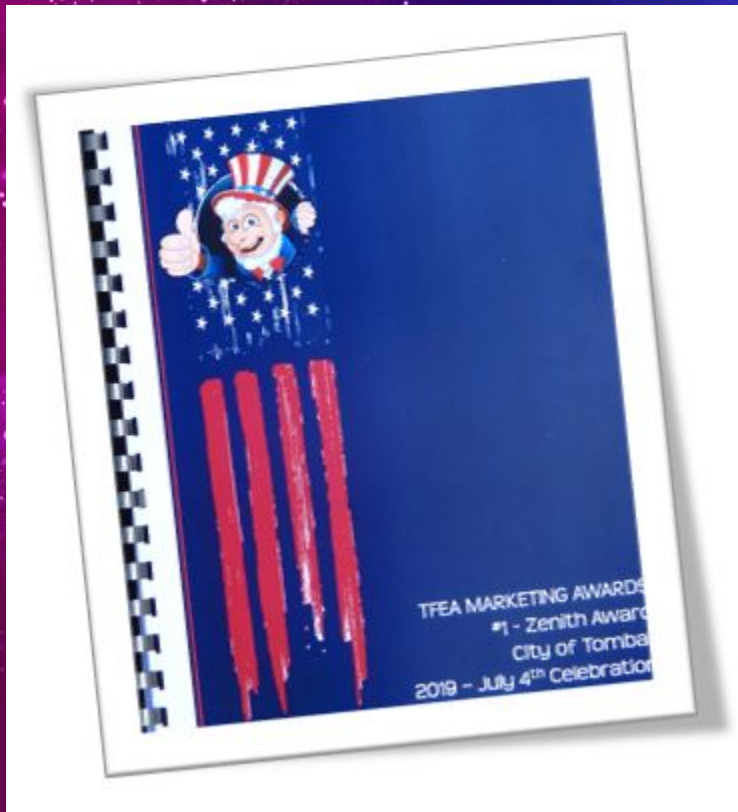
Under \$75,000

KALIFF ZENITH

AWARD RECIPIENTS

City of Tomball

July 4th Celebration & Street Festival



Virtual
Marketing
Awards

McAllen Public Library

South Texas Book Festival



Virtual
Marketing
Awards

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

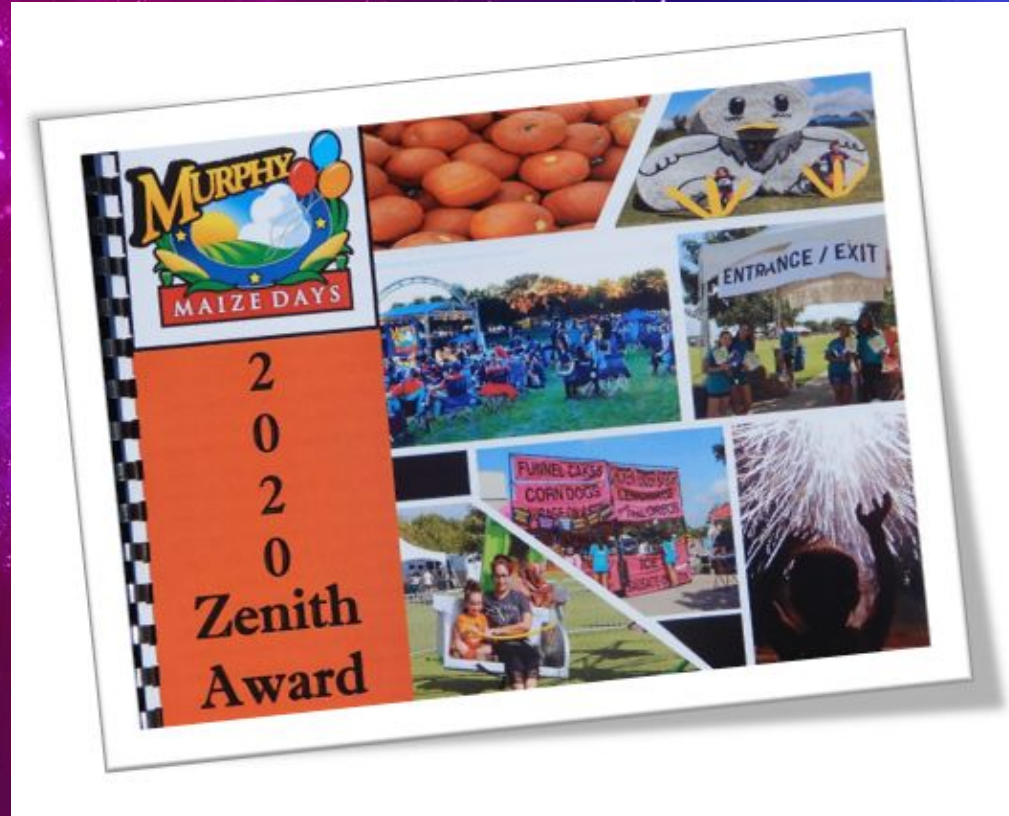
\$75,000 - \$250,000

KALIFF ZENITH

AWARD RECIPIENT

City of Murphy

Murphy Maize Days



Virtual
Marketing
Awards

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

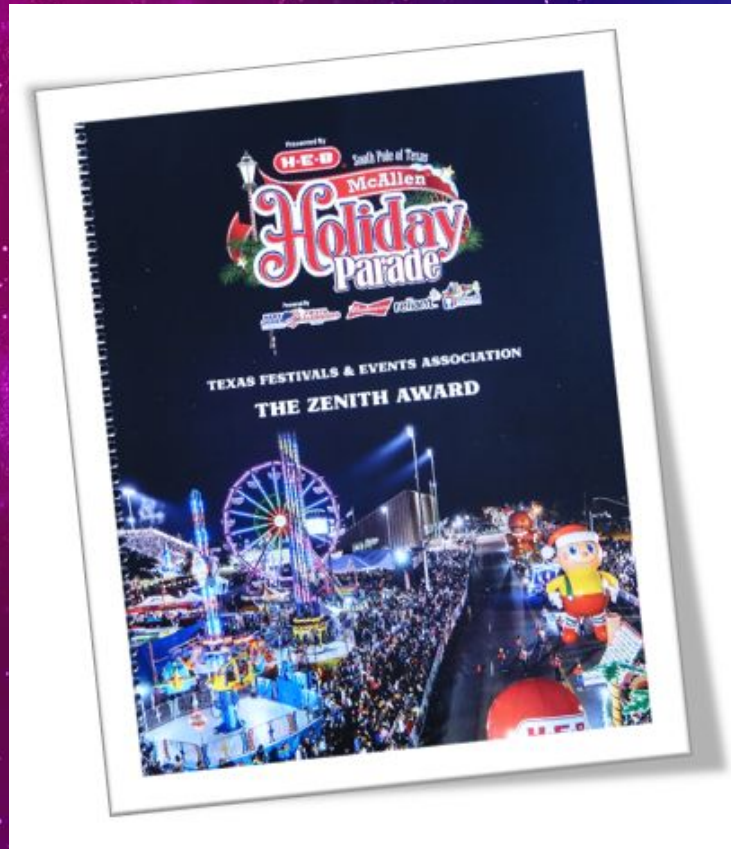
\$250,000 - \$750,000

KALIFF ZENITH

AWARD RECIPIENT

City of McAllen

McAllen Holiday Parade Presented by H-E-B



Virtual
Marketing
Awards

Virtual Marketing Awards

Kaliff
INSURANCE

100
YEARS
1917-2017



BUDGET CATEGORY

Over \$750,000

KALIFF ZENITH

AWARD RECIPIENT

Washington's Birthday Celebration Association

123rd Washington's Birthday Celebration



Virtual
Marketing
Awards

Congratulations to All the 2020 Award Winners!

Special Thank You to Our Sponsors!



Thank You to All Who Made the Virtual Marketing Awards Possible

THE TFEA BOARD OF DIRECTORS, MCALLEN OFFICE OF COMMUNICATIONS, MCN, AND ALL THOSE WHO WORKED BEHIND THE SCENES!

Virtual
Marketing
Awards

Ultimate Texas Giveaway

**Final
Spin of
The
Wheel!**



**Good Luck
Everyone!**

*Virtual
Marketing
Awards*

HOLIDAY NETWORKING EVENT

JOIN IN AND NETWORK WITH OUR WINNERS AND COLLEAGUES

Networking Zoom immediately following the KALIFF Virtual Marketing Awards and Ultimate Texas Giveaway

Zoom URL <https://bit.ly/2lwAeUm>

Meeting ID: 867 8794 0797

Passcode: 160506

Dial by your location

+1 346 248 7799 US (Houston)

