



Texas Festivals and Events Association

2021 TFEA / KALIFF MARKETING AWARDS



APPLICATION DEADLINES

Early Bird - Wednesday, Sept. 1, 2021 ★ Final Submission – Monday, September 20, 2021

The Kaliff Marketing Awards program recognizes and encourages excellence in festival promotional campaigns. Great promotion is critical to the success of any festival or event, and it's time to show your colleagues across the state how you meet that challenge. Pick the best of your hard work and take part in the 2021 Kaliff Marketing Awards competition. Winners will be announced, and awards presented during our annual TFEA Conference and Trade Show to be held November 10—14, 2021 at the Marriott Plaza San Antonio.

The Kaliff Marketing Awards contest closely mirrors the International Festivals and Events Association (IFEA) Pinnacle Award Competition. As an official affiliate of the IFEA / TFEA, all TFEA members are eligible to participate in both the TFEA and IFEA awards programs.

IMPORTANT: READ ALL MATERIALS CAREFULLY FOR INSTRUCTIONS AND REQUIREMENTS.

ELIGIBILITY:

All entries must be submitted by a current, dues-paying TFEA / IFEA member/organization. **Items entered must have been issued/used between April 1, 2020, and September 20, 2021.** Font size for any written text must not be smaller than 10pt. Entries must be submitted in their original format. (Duplicates or printing proofs will not be accepted.) Each entry form submitted must be completed properly in order for items to be judged eligible. *Members submitting entries for the Best in Texas category must register at least one person* for the 2021 Annual Conference and Trade Show to be held November 10—14, in San Antonio TX.

RULES:

Cost per entry is \$20 for entries submitted by the Early Bird Deadline and \$30 for items submitted by the Final Deadline. **Each entry must be submitted with a separate, completed entry form. Payment may be made by Online Credit Card or by Check. See payment sheet for credit card link.** Please send only one check or credit card payment if entering multiple categories. Duplicate the form as often as you need. Entry forms must be securely attached to items. You may enter as many categories as you wish, however, entries must not have been entered in a previous TFEA Marketing Awards competition.

IMPORTANT JUDGING NOTE:

The entries will be judged by a panel of experts assembled by the IFEA / TFEA at a Texas location prior to the Annual Conference and Trade Show. Judges may elect not to determine a winner if entries are deemed insufficient. This will be left to the discretion of the judges, and all decisions are final. Judges will not refer to items in other categories, nor will they transfer items already judged in other categories (the number of entries must equal the number of categories entered). A separate entry form must be submitted for each entry (copy as necessary). Multiple entries or categories on a single form will not be accepted. Multiple entries within the same notebook will not be accepted. Please separate entries. Failure to meet all requirements or answer / provide all information will result in a deduction of points.

ENTRY PROCEDURE:

1. Choose the categories you wish to enter. Fill out all Entry Forms and then the payment Form.
2. Fill out two Entry forms per entry. Attach one form to each entry. Enclose the duplicate forms in a separate envelope with the payment form and payment. Completed entry forms must accompany payment. (Do not include check payment in box with entries.) Credit Card is online this year.

Mail payment form & payments in one envelope with one copy of each entry form .
Mail Entries with an entry form attached to each entry.

TO: Texas Festivals and Events Association
1914 River Bend Drive
Mission, TX 78572
Phone: 830-997-0741

Entries must be received by 5 p.m. on either Early Bird Deadline - Wednesday, September 1, 2021 and Final Submission Deadline: Monday, September 20th, 2021 at the TFEA delivery address to the left.

Entries received after the deadline or at another location will not be accepted or judged.



Texas Festivals and Events Association

2021 TFEA / KALIFF MARKETING AWARDS



Helpful Tips & Pointers

- ◆ Start Early!!! Don't wait until the deadlines are almost here to get your entries submitted. You can send them in as soon as you want to.
- ◆ **You may enter for your Virtual and or Hybrid entries.**
- ◆ Keep your entries concise and focused on the specific category criteria. Collect files and needed materials throughout the year so you have easy access to materials needed to prepare entries.
- ◆ Do not mount any of the merchandise on poster board/foam core/cardboard etc. It is much easier for the judges to pick up, look at, and perhaps try the items on, if they are standing alone.
- ◆ Be sure to read and follow all the criteria and requirements in each entry. The criteria and requirements are always being updated.
- ◆ **Page size must be no greater than 8.5 inches X 11 inches.**
- ◆ For categories that require written information and are also required to be put into a "notebook" or "bound format" be sure to submit the information in that category in the order that it is asked so it's easier for the judges to compare one entry to another.
- ◆ When saving your entry to a thumb drive be sure to save your entry as one document—instead of multiple documents.
- ◆ Always save and keep a copy of your entries for your files.
- ◆ Remember the eligibility period for the awards. Entries must have been produced and/or used for the first time between the specific dates listed on the entry form.
- ◆ If you are required to write something for your entry, make sure it is well written, typed and easy to read.
- ◆ The more organized your entries are, the easier it is to understand your message.
- ◆ With all entries, guide the judges to what you want them to see. Highlight the important parts.
- ◆ Don't overwhelm the judges with TOO much information. Summarize the statistics and only display your best footage/news clippings. Quantity is not always quality.
- ◆ On categories that have a lot of requirements, be sure to have someone that is not closely tied to your event read through your entry to see if everything makes sense. Sometimes you may be too close to your event and you may leave out information, since it may be too obvious to you. But it may be a vital piece of information. If your entry makes sense to an outsider about your event, it should make sense to the judges.
- ◆ Many of the judges may not know anything about your event, so make sure your explanations are clear enough so they feel like they have just attended/participated in your program.
- ◆ When entering a category that requires you to submit a link, if possible, please type the link on the form so we can clearly read the link. Additionally, be sure to use a font that clearly distinguishes between the number "1", a lowercase "l" and an upper case "I" otherwise, it could look like this, 1 | I. Tahoma is usually good ... 1, l, I. The correct font makes the difference between your link working.
- ◆ Proofing is your best chance of good marks. Proof, Proof, Proof!!! Judges will mark you down for typos!
- ◆ **New this year: Registration and Payments will be made online—link is on the payment sheet.**

For additional information contact: Kay Wolf, CFEE, Executive Director, at 830-997-0471 or email: kay@tfea.org

2021 TFEA / KALIFF MARKETING AWARD CATEGORIES

CATEGORY – BEST IN TEXAS

1. The Best in Texas Award

CATEGORY: TELEVISION & RADIO

2. Best TV Promotion
3. Best Full-Length TV Promotion (Local Promotion)
4. Best Full-Length TV Program (National Promotion / Syndication)
5. Best Event Video Promotion
6. Best Radio Promotion

CATEGORY: MULTIMEDIA ENTRIES

7. Best Event Website
8. Best Organization Website
9. Best Event / Organization E-Newsletter
10. Best Miscellaneous Multimedia
11. Best Social Media Site
12. Best Festival / Event Mobile Application
13. Best Single Digital / Social Ad
14. Best Digital / Social Ad Series

CATEGORY: PROMOTION PRINTED ENTRIES

15. Best Event Program
16. Best Newspaper Insert / Supplement
17. Best Promotional Brochure
18. Best Miscellaneous Printed Materials (Multiple Page)
19. Best Miscellaneous Printed Materials (Single Page)
20. Best Company Image Pieces
21. Best Cover Design
22. Best Single Newspaper Display Ad
23. Best Single Magazine Display Ad
24. Best Ad Series
25. Best Promotional Poster
26. Best Commemorative Poster
27. Best Event Promotional Photograph
28. Best Outdoor Billboard
29. Best Event Invitation

CATEGORY: EVENT DÉCOR & AMBIANCE ENTRIES

30. Best Street Banner

CATEGORY: MERCHANDISE ENTRIES

31. Best Miscellaneous On-site Décor
32. Best T-Shirt Design
33. Best Pin or Button
34. Best Hat

35. Best Other Merchandise
36. Best Miscellaneous Clothing
37. Best New Merchandise
38. Best Sponsor Gift
39. Best Give-Away Item

CATEGORY: SPONSORSHIP ENTRIES

40. Best Targeted Sponsor Solicitation Proposal
41. Best Individual Sponsor Follow-up Report
42. Best Sponsor Partner
43. Best Single New Sponsorship Opportunity
44. Best Sponsorship Program for Individual Sponsor
45. Best Overall Sponsorship Program

CATEGORY: FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

46. Best Volunteer Program
47. Best Green Program
48. Best Parade
49. Best Educational Program
50. Best Accessibility Program
51. Best Children's Program
52. Best Community Outreach Program
53. Best Event/Program Within an Event to Benefit a Cause
54. Best Event (Within An Existing Festival)
55. Best Emergency Preparedness & Risk Management
56. Best Food & Beverage Program
57. Best New Event
58. Best New Promotion Activity
59. Best New Attendee Service
60. Best Money-Making Idea
61. Best Overall Merchandising Program
62. Best Vendor / Supplier

CATEGORY: MEDIA RELATION ENTRIES

63. Best Press / Media Kit
64. Most Creative / Effective News Stunt
65. Best Media Relations Campaign
66. Best Social Media Campaign
67. Best Mascot

CATEGORY: Virtual and Hybrid Events

68. Best Overall Virtual Event
69. Best Overall Hybrid Event

Each entry category is divided into the budget categories below. Gold Awards in each category will receive plaques. Silver and Bronze Awards in each category will receive Certificates.

- Under \$75,000
- \$75,001—\$250,000
- \$250,001—\$750,000
- Over \$750,000

TFEA assumes no liability for entries that are lost or damaged in shipping. All entries will be displayed at the TFEA Conference. However, there is no security present in the awards display area, and TFEA assumes no liability for entries that are lost, damaged or stolen from the display area. Items that are not picked up from the display area at the conference by Saturday evening at 10 p.m. will become the property of TFEA and / or discarded.

2021 KALIFF MARKETING AWARDS CATEGORIES

CATEGORY: THE BEST IN TEXAS AWARD

This is TFEA's number one, best-overall award category in the **Kaliff** Marketing Awards competition.

1) THE BEST IN TEXAS AWARD

Entry Requirements

SUBMIT ENTIRE BEST IN TEXAS AWARD ENTRY WITHIN ONE (1) NOTEBOOK. NO EXCEPTIONS. Please submit your entry in the order of the questions listed below.

Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below. **DO NOT SUBMIT A DISPLAY BOARD!**

Judging Criteria (10 points)

Well organized; professional content; clarity of message; design and layout; creativity and/or uniqueness; supporting materials; and measurable results. Does the entry relay the image of the event? What is the overall impression? Have all requirements been met? Does the entry match the purpose / mission for the event?

Introductory Information (10 points)

Within a maximum of 4 pages (total), provide an overview of your event, stating your event's

- Event Date
- Mission
- History/Description of Event
- Types of Activities Included Under the Festival/Event Umbrella
- Overall Revenue and Expense Budget
- Economic Impact
- Attendance Numbers & Demographics
- Volunteer Count & Demographics
- Staffing Numbers and Positions
- Founding/Incorporating date and management system (i.e. 501(c) (3) non-profit, staff and volunteer board, city managed, profit-making partnership, etc.)

Additional Requirements (40 points)

Include a detailed overview of EACH element of your event listed below, using no more than 2 pages per element (except where noted below.)

- Make each element a separate tab in your notebook in order for the judges to clearly identify them.
- If your event does not include one or more of the elements listed below, please provide an overview as to why your event does not include that element to avoid losing points.

a. Promotional/Marketing Campaign & Media Outreach

- What was your overall message / slogan / image that you projected for your event this year?
- What was your target population?
- Who received the message?
- What types of mediums did you utilize?
- Who promoted your message?
- Etc.

THE BEST IN TEXAS AWARD



b. Website / Social Media / Multi-Media Program / Campaign

c. Overall Sponsorship Program

Provide an overview of your overall sponsorship program.

- How many sponsors?
- Who are they and what do they sponsor?
- Total sponsorship funds?

d. Critical Component Programs

Provide a one (1) page description of each of the following programs. (If not applicable, please state as such and / or what your festival / event has in its place.)

- Volunteer Program
- Green Program
- Educational Program
- Children's program
- Food & Beverage Program
- Entertainment Program
- Merchandise Program
- Community Outreach Program
- Emergency Preparedness Program

e. Description of any other Special Programs unique to your event. Including Virtual, Hybrid, or Traditional event

Supporting Materials (10 points)

- Please also include any necessary supporting materials as they pertain to the items in the Additional Requirements section.
- Supporting Materials may be placed within their own specific section or at the end of each respective item within the Additional Requirements section.

Supporting Questions (10 points)

Please answer the following questions. (Maximum of 1 typed page per question.)

1. What did you do to update / change the event from the year before? Were the updates / changes successful? Please provide measurable results / examples.

If the event is a new event, please answer the following question instead. What challenges / obstacles did you foresee / encounter in creating the event, and how did you handle them? Please provide measurable results / examples.

2. What makes the event stand out as a state-wide recognized event?
3. Why should the event win the TFEA / KALIFF Best in Texas Award?

Judging Criteria (20 points)

The Best in Texas Entry will be judged based on the following criteria. Please refer to the Entry Information for further details. The following Judging Criteria is applicable to both the individual entry and the overall event.

- Is the entry / event well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / event designed and laid out well?
- Is the event creative and / or unique?
- Does the entry relay the image of the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Does the entry match the purpose / mission for the event?
- Have all requirements been met?

Additional Notes:

- Be sure to answer and provide information for every section and element listed in the entry requirements. Failure to provide information for each section/element will result in a deduction of points.
- Entries submitted without all requirements satisfied may be deemed ineligible and may not be considered. Entry fees will not be refunded.
- This entry is separate from all other categories and divisions. Judges will not refer to items in another category, nor will items be taken from this entry into another category to be judged.
- **Members submitting entries for the TFEA / KALIFF Best in Texas Award must register at least one person for the 2021 Convention and Trade Show or arrange for a representative to accept any award on your behalf.**

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CATEGORY: TELEVISION & RADIO

2) Best TV Promotion

(ad spot or PSA)

3) Best Full-Length TV Promotion

(Local Programming))

4) Best Full-Length TV Program

(National Promotion / Syndication)

5) Best Event Video Promotion

(include video on a Thumb drive or submit online link. Clearly print or type in on entry form under Category Number.)

6) Best Radio Promotion

(Ad spot or PSA)

Entry Requirements

- Submit categories 2—6 on an individual Thumb drive. Only one entry per Thumb drive.
- All TV / video entries should be viewable in Windows Media Player or QuickTime.
- All Radio entries should be submitted on a Thumb drive and preferably submitted as a wave file or MP3 file.
- Please clearly label each Thumb drive with Organization Name and Category number and attach entry form.
- Only one video/radio spot per Thumb drive
- Submit each entry separately.
- DO NOT combine multiple entrees on Thumb drive.
- These are standalone items and no written information is required.

Judging Criteria

- Does the entry relay the image of the event?
- Does it use creativity and / or uniqueness?
- Is the message clear?
- What is the overall impression?
- Is the item organized?
- What is the usability factor?

CATEGORY: MULTIMEDIA ENTRIES

7) Best Event Website

(Submit web address — Clearly print on entry form)

8) Best Organization Website

(Submit web address — Clearly print on entry form)

9) Best Event/Organization E-Newsletter

(Submit three consecutive issues on a CD or thumb drive)

10) Best Miscellaneous Multimedia

(Includes but not limited to items such as Screen Savers, Live Web-casts, Electronic Billboards, etc.)

Submit in format used.

Preferable method for Videos is a You Tube link. Only one multimedia item per entry.

Clearly print or type link on entry form or on separate sheet of paper if necessary.

11) Best Social Media Site

(Submit social media site address—Clearly print on entry form)

12) Best Festival/Event Mobile Application

(Submit web address or instructions on how to obtain the App. Clearly print on entry form)

13) Best Single Digital/Social Ad

Submit link to view ad online—clearly print or type link on entry form

14) Best Digital/Social Ad Series

Submit a maximum of 5 ads.

Submit link to view ads online—clearly print or type link on entry form)

ENTRY INFORMATION FOR CATEGORIES 7-14

- For categories 7-14, entries will be reviewed online by judges.
- Be sure to make the website link goes to exactly where you wish the judges to go first.
- Refer to any additional entry information listed next to each category.
- These are standalone items and no written information is required.

Judging Criteria

- Does the entry / item relay the image of the event?
- Is the item creative and / or unique?
- Is the message clear?
- Is the entry / item organized?
- What is the “Usability” factor?
- What is the overall impression?

CATEGORY: PROMOTIONAL PRINTED ENTRIES

15. **Best Event Program**
16. **Best Newspaper Insert / Supplement**
17. **Best Promotional Brochure**
18. **Best Miscellaneous Printed Materials (Multiple Page)**
(Includes but not limited to direct mail brochures, cook-books, annual reports, etc.) Only one item per entry.)
19. **Best Miscellaneous Printed Materials (Single Page)**
(Includes but not limited to direct mail pieces, rack cards, fliers, maps, etc.)
(Only one item per entry per entry. Mounting on poster board, optional for this entry.)
20. **Best Company Image Pieces**
(Includes but is not limited to Letterhead, envelopes, logo, business cards, notecards, etc.)
21. **Best Cover Design**
(Includes covers from items such as Magazines, Newspapers, Brochures, Programs, Etc.)
(Submit cover only mounted on poster board.)
22. **Best Single Newspaper Display Ad**
(Submit ad mounted on poster board)
23. **Best Single Magazine Display Ad**
(Submit ad mounted on poster board.)
24. **Best Ad Series**
(Submit a maximum of 5 ads. If possible, mount all ads on same poster board.)
25. **Best Promotional Poster**
(For posters not for sale at Festival or Event but used for promotional purposes to promote event)
(Do not mount. Submit in poster tube.)
26. **Best Commemorative Poster**
(For posters specifically for sale at festival or event.)
(Do not mount. Submit in poster tube.)
27. **Best Event Promotional Photograph**
(Promotional photograph for your event)
(Photo Dimensions: 8 inches X 10 inches. Submit photo mounted on Poster board—2 inch margins)
28. **Best Outdoor Billboard**
(Submit photo or print out of billboard mounted on poster board)
29. **Best Event Invitation**
(Single or Multiple Page. Do NOT mount this category on poster board.)

ENTRY INFORMATION FOR CATEGORIES 15-18

- These are stand-alone items; no written information is required.
- Submit each entry in original format if possible
- Submit categories 15-18 with the entry form securely paper clipped/bull clipped to the back.
- Do not mount on display board.

Judging Criteria

- Does the entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item usable / functional?
- What is the overall impression?

ENTRY INFORMATION FOR CATEGORIES 19—29

- Submit categories 19—24, 27— 29 each mounted on a single, black display board with a maximum of 2 inch margins.
- Submit categories 25—26 each rolled up in a poster mailing tube. Do not fold the poster. Do not mount the poster-on-poster board.
- Only one entry per board.
- These are stand-alone items; no written information is required.

Judging Criteria

- Does the item / entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item useable / functional?
- What is the overall impression?

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CATEGORY: EVENT DÉCOR & AMBIANCE ENTRIES

30) Best Street Banner

(Submit photo or printouts of banner only, mounted on poster board. Do not send actual banner.)

31) Best Miscellaneous On-site Décor

(Includes but is not limited to directional signage, stage backdrops, entryways, flags, inflatables, etc.)

(Submit only one décor item per enter.)

(Submit photo of décor, mounted on poster board.)

ENTRY INFORMATION FOR CATEGORIES 30—31

- Submit categories 30—31 each mounted on a single, black display board with a maximum of 2 inch margins.
- Only one entry per board.
- These are stand-alone items; no written information is required.

Judging Criteria:

- Does the item / entry relay the image of the event?
- Is the item creative and / or unique?
- Is the item designed / laid out well?
- Is the message clear?
- Is the item organized?
- Is the item useable / functional?
- What is the overall impression?

CATEGORY: MERCHANDISE ENTRIES For merchandise sold at Festivals and Events

32) Best T-Shirt Design

(Does not include Tank Tops, Long-Sleeve T-Shirts or Collared / Polo Shirts)

33) Best Pin or Button

(Please mount pin on poster board with 2-inch margins maximum. For single pins only, no pin sets.)

34) Best Hat

35) Best Other Merchandise

(For merchandise other than T-Shirts, pins, hats, etc., that you have for sale at your festival/event)

36) Best Miscellaneous Clothing

(Items such as jackets, sweatshirts, long-sleeve t-shirts, polo shirts, tank tops, socks, scarves, etc.)

37) Best New Merchandise

(New merchandise to your festival / event.)

38) Best Sponsor Gift

(A gift festival / event gives to a sponsor of their festival / event.)

39) Best Give-Away Item

(For merchandise items that are given out at festival/event and are not for sale, i.e.— Buttons, Medals, T-Shirts, Beverage Cups or Mugs, etc.)

ENTRY INFORMATION FOR CATEGORIES 32—39

- Submit actual merchandise items for categories 32-39 as is.
- These are stand-alone items; no written information is required.
- Do not mount merchandise items on poster board—except Best Pin or Button.

Judging Criteria

- Does the entry / item relay the image of the event?
- Is the item creative and / or unique?
- Is the message clear?
- Is the entry / item organized?
- What is the “Usability” factor?
- What is the overall impression?

CATEGORY: SPONSORSHIP ENTRIES

40) Best Targeted Sponsor Solicitation Proposal

(Actual Sponsorship Proposal that was used to target a specific sponsor for the festival/event)

1. Overview Information

Please provide a detailed overview explaining the following using no more than (1) page per section:

- Introduction and description of main event.
- Name of Sponsor
- Introduction, effectiveness and success of Sponsor Solicitation Package

2. Supporting Materials ★ Place at the end of the entry

Please provide a sponsor solicitation package that was actually used to target a specific sponsor.

- Provide in the format used to present to the sponsor and with any other additional materials that were sent with the proposal. (It is okay to substitute name of sponsor for generic name for confidentiality, however, please make it clear on your entry why you are doing this.)

41) Best Individual Sponsor Follow-up Report

(Actual Follow-Up Report that was generated for a specific sponsor for your festival/event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than (1) page per section:

- Introduction and description of main event
- Name of Sponsor
- Introduction and effectiveness of Sponsor follow-up report

2. Supporting Materials ★ Place at the end of the entry

Please provide a sponsor follow-up report that was actually sent to a specific sponsor

- Provide in the format used to present to the sponsor and with any other additional materials that were sent with the report (It is okay to substitute name of sponsor for generic name for confidentiality, however, please make it clear on your entry why you are doing this.)

42) Best Sponsor Partner

1. Overview Information

Please provide a detailed overview explaining the following using no more than (1) page per section:

- Introduction and description of main event
- Name of Sponsor
- Description of sponsor; level of sponsorship (cash / In-kind); details of benefit package and length of sponsorship / partnership
- Quantity and quality of support to event by sponsor
- Goals and success of relationships for event and sponsor
- How the sponsor stands out over all other sponsors.
- Activation of Sponsorship by Sponsor

ENTRY INFORMATION FOR CATEGORY 42

- Submit category 42 within one (1) notebook (2 or 3 ring binder, spiral bound, report cover, bound publications etc.)
- Please submit your entry in the order listed.

ENTRY INFORMATION FOR CATEGORY 40—41

- Submit categories 40-41 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive. Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (20 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Materials (50 points)

Please provide materials listed under the specific category to the left. Supporting materials should be placed at the end of the entry.

3. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?
- Would you recommend or support this opportunity if in a position to do so?
- Is the content professional?
- Is the message clear?
- What is the overall impression?

- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (70 points)

Please provide the requested information listed under the specific to the left.

2. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all requirements been met?

43) Best Single New Sponsorship Opportunity

(New activity / program within an Event created specifically to recruit a new sponsor or created after a new sponsor came on board.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page per section:

- a. Introduction & description of main event
- b. Name of Opportunity and Sponsor
- c. Description and purpose of New Sponsorship Opportunity
- d. Description of the targeted sponsor for the opportunity and why the sponsor was targeted
- i. Explain the synergy between the event and sponsor
- j. Overall effectiveness / success of the program

2. **Supporting Question** ★ Answer question listed to the right

3. **Supporting Materials** ★ Place at the end of the entry

44) Best Sponsorship Program for individual Sponsor

(Activity / program within an Event for a specific sponsor.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page per section:

- a. Introduction & description of main event
- b. Name of Program and Sponsor
- c. Description and purpose of event/program being sponsored
- d. Description of sponsor; level of sponsorship (cash / in-kind); details of benefit package & length of sponsorship/partnership
- e. Overall effectiveness / success of the program

2. **Supporting Question** ★ Answer question listed to the right

3. **Supporting Materials** ★ Place supporting materials at the end of the entry

45) Best Overall Sponsorship Program

(Entry should focus on the entire sponsorship program for all sponsors for the entire event.)

1. Overview Information

Please provide a detailed overview explaining the following, using no more than 1 (one) page per section:

- a. Introduction & description of main event
- b. Description of overall Sponsorship Program
- c. List of all current sponsors for event; levels of support; longevity or each
- d. Available benefit packages and valuation formulas
- e. Description of sponsor research targeting and sales process
- f. Description of sponsor service team and steps taken when new agreement is signed.
- g. Describe current sponsor renewal process & retention rate
- h. Overall effectiveness / success of the program
- i. Supporting Materials: Please provide a copy of Sponsor Agreement Sales Packet / Proposal; a copy of Sponsorship Follow Up Report and a sample of Sponsor Agreement

2. **Supporting Question** ★ Answer question listed to the right

3. **Supporting Materials** ★ Place at the end of the entry
3 ring binder; spiral bound; report cover; bound publication etc.)

- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.

If the program is a new program, please answer the following question instead.

- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?
- Would you recommend or support this opportunity if in a position to do so?

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

46) Best Volunteer Program

(For overall volunteer Program at an Event/Festival/Organization)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with Applicable examples:

- a. Introduction and background of main event
 - b. Description and purpose / objective of Volunteer Program
 - c. Target audience / attendance / number of participants
 - d. Duration of program (start to finish) and years program has been part of event
 - e. Volunteer demographics (age, gender, individuals, charities, schools etc.)
 - f. Volunteer job descriptions
 - g. Recruitment methods / materials / applications
 - h. Communication methods / materials
 - i. Training guides / programs / handbooks / materials
 - j. Organization & schedule information / materials
 - k. Volunteer perks / benefits
 - l. Appreciation / recognition methods/ materials
 - m. Retention methods / materials
 - n. Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
 - o. Overall revenue/expense budget of program
 - p. Overall effectiveness / success of program
 - q. Measurable results: ratio of volunteers to guests; # of volunteers; # of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers.
1. **Supporting Question** ★ Answer Question listed to the right
 - 2 **Supporting Materials** ★ Place at the end of the entry

47) Best Green Program

(For festivals / events with implemented green / recycling programs at their event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section.

- a. Introduction and background of main event
 - b. Description and purpose / objective of Green Program
 - c. Target audience / attendance / number of participants
 - d. What "Green" initiatives were used at event (i.e. recycling, alternative methods of transportation, renewable energy, etc.
 - e. How were initiatives promoted to the public? Include marketing materials.
 - f. Education programs pertaining to environmental program (for public, sponsors, volunteers etc.)
 - g. How was environmental program enforced / encouraged, tracked, and staffed?
 - h. Who assisted environment program (vendors, volunteers etc.)?
 - i. Measurable results – how much was recycled; savings / cost of Environmental Program; carbon footprint reduction
 - j. Non-tangible results, education, awareness, involvement, etc.
- (Continued on right)

- k. Duration of program (start to finish) and years program has been part of event
 - l. Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
 - m. Tie-in of program to main event
 - n. Overall revenue / expense budget of program
 - o. Overall effectiveness / success of program
2. **Supporting Question** ★ Answer question listed below
 3. **Supporting Materials** ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 46—47

Submit categories 46—47 each within one (1) notebook (2 or 3 ring binder, spiral bound, report cover. bound publication etc.)

- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.
- If the program is a new program, please answer the following question instead: "What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?"

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?
- Would you recommend or support this opportunity if in a

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

48) Best Parade

(For parades that are stand-alone parades or part of a larger festival / event)

1. Overview Information

Please provide a detailed overview explaining the following using than 1 (one) page to explain each section, together with applicable examples:

- Introduction and background, purpose & objective of Parade.
- Introduction and background of overall festival / event if Parade is part of a larger festival / event (if applicable)
- Tie-in of Parade to main festival / event (if applicable)
- Target audience / attendance of Parade
- Number and type of entries in Parade
- Overall revenue and expense budget of Parade
- Duration of Parade (start to finish) and years Parade has been in existence
- Activities planned before, during and after Parade
- Description of sponsor / charity / volunteer / school / other group involvement with Parade and benefits to each (if applicable)
- Community involvement and impact of Parade
- What makes the Parade unique and creative?
- Overall effectiveness / success of Parade

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

49) Best Educational Program

(For festivals / events who have a specific educational component built into their programming.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples:

- Introduction and background of main event
- Description and purpose / objective of Educational Program
- Target audience / attendance / number of participants
- Provide a detailed description of education program / curriculum
- Who provided the education and in what setting?
- Involvement by local educational institutions and professional education (if any)
- What was the take-away for attendees / participants?
- Duration of program (start to finish) and years program has been part of event
- Tie-in of program to main event
- Overall revenue/expense budget of program
- Description of sponsor / charity / volunteer / school / other group
- involvement with program and benefits to each (if Applicable)
- Overall effectiveness / success of program

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 48—49

Submit categories 48—49 each within one (1) notebook (2 or 3 ring binder, spiral bound, report cover, bound publication, etc.)

- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive. Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.
- If the program is a new program, please answer the following question instead:
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor.

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants/volunteers/sponsors/ students/charities, etc.
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Early Bird –Wednesday, Sept. 1, 2021 ★ Final Submission – Monday, September 20, 2021

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

50) Best Accessibility Program

(For events that have made their events accessible for people with disabilities.)

1. Overview Information

Please provide a detailed overview explaining the following using than 1 (one) page to explain each section, together with applicable examples:

- a. Introduction and background, of main event
- b. Target audience / attendance of Festival/Event
- c. Description and purpose / objective of Accessibility Program
- d. Provide a description of the types of accessibility arrangements that have been made at festival/event (1 page each), including but not limited to:
 - Information listed online about your Accessibility Program
 - How your website and other online applications have been changed/updated to meet accessibility standards so they can be used by people with disabilities
 - What services your event has for people with mobility disabilities
 - What services your event has for who are deaf or hard of hearing
 - What services your event has for blind or have low vision
 - What arrangements your event has made for service animals
 - What services have been made in regards to medical considerations for people with disabilities.
 - Any other services for people with disabilities
- e. Describe behind the scenes efforts made to implement access program (signage / training etc.)
- f. Overall revenue and expense budget for Accessibility Program (If available and applicable)
- g. Duration of Accessibility Program (i.e. all year, just at the event?) and years Program has been in existence
- h. Festival activities accessible to patrons with disabilities
- i. Description of sponsor / charity / volunteer / school / other group involvement with Accessibility Program and benefits to each (if applicable)
- j. Overall effectiveness / success of Accessibility Program

2. **Supporting Question** ★ Answer Question listed to the right

3. **Supporting Materials** ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORY 50

Submit category 50 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)

- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For entry 50 please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.
- If the program is a new program, please answer the following question instead:
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials may be placed within a specific section of the entry, or at the end. Printed materials (brochures / programs etc.)

- Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
- Promotional / marketing / media materials / Merchandise materials (photographs accepted)
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the entry / program well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Early Bird –Wednesday, Sept. 1, 2021 ★ Final Submission – Monday, September 20, 2021

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

51) Best Children's Programming

(For festivals / events who have a specific programming for Children)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples:

- Introduction and background of main event
 - Description and purpose / objective of Children's Program
 - Target audience / main target age group
 - Attendance / number of participants
 - Activities / entertainment provided
 - Local School involvement
 - Tie-in of program to main event
 - Overall revenue and expense budget of specific program / event
 - Description of sponsor / charity / volunteer / school / other group involvement with event / program benefits to each (applicable)
 - Duration of program (start to finish) and years program has been part of event
 - What makes the program unique and creative?
 - Overall effectiveness / success of program
- 2. Supporting Question** ★ Answer Question listed to the right
- 3. Supporting Materials** ★ Place at the end of the entry

52) Best Community Outreach Program

(Programming done throughout the year to benefit and help include all parts of the community while enhancing the image and brand of your event / organization throughout the year.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
 - Description and purpose / objective of Outreach Program
 - Target audience / attendance / number of participants
 - Attendance / number of participants
 - Impact program has on the community
 - Tie-in of program to main event
 - Duration of program (start to finish) and years program has been part of event
 - Overall revenue / expense budget of specific program
 - Description of sponsor / charity / volunteer / school / other group involvement with program & benefits to each (if applicable)
 - Overall effectiveness / success of program
- 2. Supporting Question** ★ Answer Question listed to the right
- 3. Supporting Materials** ★ Place at the end of the entry

53) Best Event/Program Within an Event to Benefit A Cause

(Entry may include fundraising programs as well as awareness programs)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section

(Continue on right)

- Introduction and background of main event
 - Description and purpose / objective of Event Program
 - Description of selected cause and why/how it was selected
 - Target Audience / attendance / number of participants
 - Tie-in of program to main event
 - Duration of program (start to finish & years program has been part of event
 - Overall revenue/expense budget of specific event/program
 - Description of sponsor / charity / volunteer / school / other group involvement with program & benefits to each.
 - Overall effectiveness / success of program
- 1. Supporting Question** ★ Answer Question listed below
- 2. Supporting Materials** ★ Place at the end of the entry
- ENTRY INFORMATION FOR CATEGORIES 51– 53**
- Submit categories 51—53 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
 - Please submit your entry in the order listed.
 - In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.
- If the program is a new program, please answer the following question instead.
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants/volunteers/sponsors/ students/charities, etc.
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

54) Best Event (Within An Existing Festival)

(Entry to highlight a specific event that is held during the course of a larger festival/event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Event within Festival
- Target audience and attendance / number of participants
- Overall revenue/expense budget of event
- Tie-in of program to main festival
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with program & benefits to each (if applicable)
- What makes the event unique & creative?
- Over effectiveness / success of program

2. **Supporting Question** ★ Answer Question listed to the right

3. **Supporting Materials** ★ Place at the end of the entry

55) Best Emergency Preparedness & Risk Management Plan for an Event

(Entry to focus on the overall risk management / emergency preparedness plan for a specific festival/event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Risk Management Plan
- Target audience and attendance / number of participants
- Overall revenue/expense budget of event budget of specific program/ event
- Duration of program (start to finish) and years program has been part of event
- Description of sponsor / charity / volunteer / school / other group involvement with program & benefits to each (if applicable)
- Over effectiveness / success of program

2. **Supporting Question** ★ Answer Question listed to the

3. **Supporting Materials** ★ Place at the end of the entry

56) Best Food & Beverage Program

(Entry to focus on the overall food and beverage opportunities available during the course of a specific festival / event)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of Food & Beverage Program
- Number and types of vendors
- Site Plan (i.e. Food Courts, Crowd Flow etc.)

- Cash Management Process
- Fee Structures
- Alcohol Beverage Training/Control
- Vendor Application Process
- Festival/Event Controlled Products & Services (i.e. Festival-only controlled product sales, Vendor required product use, etc.)
- Promotional activities to drive business
- Power/Water Access
- Waste Disposal

2. **Supporting Question** ★ Answer Question listed below

3. **Supporting Materials** ★ Place at the end of the entry

- ENTRY INFORMATION FOR CATEGORIES 54—56**
- Submit categories 54—56 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
 - Please submit your entry in the order listed.
 - In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before? Were your updates / changes successful? Please provide measurable results / examples.
- If the program is a new program please answer the following question instead: What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program. Please limit your supporting materials to those actually sent / used with sponsor:

- Printed materials (brochures / programs etc.)
- Promotion / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants/volunteers/sponsors/ students/charities, etc.
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

(Continue on right)

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

57) Best New Event

(For festival or event created from scratch within the past year.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
- Description and purpose / objective of New Event
- Target audience and attendance / number of participants
- Overall revenue / expense budget of event
- Duration of program (start to finish)
- Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- What makes the event unique and creative?
- Overall effectiveness / success of event

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

58) Best New Promotion Activity

(Entry should focus on a specific promotion done by festival / event / vendor / supplier to promote a product, service, event company, entertainment, etc.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event / organization
- Description and purpose / objective of Promotion
- Description of what was being promoted (merchandise, event, entertainment, etc.)
- What makes this promotion different from any other promotions?
- Target audience and attendance for promotion
- Attendance / number of participants (if applicable)
- Tie-in of promotion to main event/organization
- Overall revenue / expense budget of specific promotion
- Duration of promotion (start to finish)
- Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- Overall effectiveness / success of promotion

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

59) Best New Attendee Service

(Any product or service designed with the intent of enhancing the attendance experience at a festival or event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Description of new product or service
- Goals & objectives of product or service
- Application of product or services
- Overall effectiveness of product or services
- Target market for product or services
- Measurable results: tangible & intangible

(Continue on the right)

2. Supporting Question ★ Answer Question below

3. Supporting Materials ★ Place at the end of the entry

60) Best Money-Making Idea

(Entry should focus on a specific idea implemented at a festival / event that generated revenue)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event / organization
- Description of money-making idea
- Target audience (if applicable)
- Attendance / number of participants (if applicable)
- Mediums used to promote idea (if applicable)
- Tie-in of promotion to main event / organization
- Overall revenue and expense budget of specific idea
- Overall effectiveness / success of idea

2. Supporting Question ★ Answer Question listed below

3. Supporting Materials ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 57—60

- Submit categories 57—60 each in (1) notebook (2 or 3 ring binder, spiral bound, report cover, bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive . Attach to overall payment form. If submitting one or more entries from categories 40—67 please include all entries on the same single USB Thumb drive.

For each entry, provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What challenges / obstacles did you foresee / encounter in creating the program / activity / idea and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, signage, etc.)
- Promotional / marketing / media materials
- Merchandise materials (photographs accepted)
- Information provided to participants
- Supporting photographs
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials & measurable results been provided?
- Have all requirements been met?

FESTIVAL & EVENT CRITICAL COMPONENT ENTRIES

61) Best Overall Merchandising Program

(Entry should focus on the entire merchandising program for the entire festival/event / organization.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Introduction and background of main event
- Description & purpose / objective of merchandising program
- Overall revenue and expense budget for merchandise lines
- Target market for merchandise program (population/location)
- Marketing efforts tied to merchandise program
- Community support in selling / distributing merchandise
- Measurable/results (including number / variety of items; number of outlets selling time's, etc.)
- Overall effectiveness of merchandise program

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 60

- Submit category 61 within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive. Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

62) Best Vendor / Supplier

(Entry should highlight a specific vendor or supplier to the festival / event that stands out above all others)

(Festival or Event must submit this entry)

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- Description of vendor / supplier
- How the vendor / supplier stands out over all other vendor / suppliers
- Quantity and quality of service and support to event by Vendor / Supplier
- Length of relationship between vendor and event
- Tangible benefits of relationship to both event and vendor

ENTRY INFORMATION FOR CATEGORIES 62

- Submit category 62 within (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive. Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful?
- Please provide measurable results / examples.
- If the program is a new program, please answer the following question instead.
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

- Please include a sample selection of actual merchandise items available
- Also include photographs of all merchandise items available in your merchandise program.
- Supporting materials should be placed at the end of the entry

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

For entry, please provide detailed information to the following

1. Overview Information (70 points)

Please provide the requested information listed under the specific category to the left.

2. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the entry well organized?
- Is the content professional?
- Is the message clear?
- What is the overall impression?
- Have all requirements been met?

MEDIA RELATIONS ENTRIES For effective media campaigns that generated news coverage, instead of paid or donated advertising time

63) Best Press / Media Kit

(For festivals / events / organizations to demonstrate the effectiveness and use of their Press / Media Kit.)

Provide information for questions listed below in addition to providing your actual press / media kit.

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples.

- Introduction and background of campaign / event
- Provide actual media kit used to send out for your event
- Target audience / demographics for the media
- Target location (communities / cities / states) for media
- Types of mediums used for media outreach
- Measurable results indicating:
 - Number of publications / cities / states targeted
 - Percent of distribution that covered news
 - Longevity of media coverage
 - Increase / decrease in media from previous years

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

64) Most Creative / Effective News Stunt

(For festivals / events / who generated publicity through a media stunt to promote their event / cause etc.)

Provide information for questions listed below in addition to providing your actual press / media kit

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples:

- Introduction and background of campaign / event
- A detailed description of the news stunt
- How did the news stunt fit in to the overall media campaign for your event?
- Sponsor / charity involvement (if any) and why
- Was there an increase in media coverage for your event as a result of the stunt?

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 63—64

- Submit categories 63—64 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive.
- Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before?
- Were your updates / changes successful? Please provide measurable results / examples.
- If the promotion is a new promotion, please answer the following question instead
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (press releases, news clippings, etc.)
- Promotional materials
- Video / audio documentation (Please limit to 1 example)
- Supporting photographs

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / campaign designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Early Bird –Wednesday, Sept. 1, 2021 ★ Final Submission – Monday, September 20, 2021

MEDIA RELATIONS ENTRIES For effective media campaigns that generated news coverage, instead of paid or donated advertising time

65) Best Media Relations Campaign

(Entry should focus on the entire media relations campaign for a specific festival or event.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples

- Introduction and background of campaign / event
- Purpose / objective of the media relations campaign
- A detailed outline of your entire media relations campaign for your event
- Target audience / demographics for the media
- Target location (communities / cities / states) for media
- Types of mediums used for media outreach
- Measurable results indicating:
 - Number of publications / cities / states targeted
 - Attendance results based on media outreach / campaign
 - Income results based on media outreach / campaign
 - Longevity of media coverage
 - Increase / decrease in media from previous years

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

66) Best Social Media Campaign

(Overall social media campaign used in promote a festival, event, parade, etc.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section, together with applicable examples:

- Introduction and background of Main Event
- Description, purpose and objective of Social Media Campaign
- Social Media Platforms used (please provide up to 5 screenshots of each platform used)
- Social Advertising used (please provide up to 5 screenshots of each social advertising used)
- Target Audience for Social Media Campaign
- Editorial Calendar and Timeline for Campaign
- Examples of Hashtags, Contests, Polls & Quizzes, etc., used during Campaign
- Additional Media exposure received from Social Media Campaign
- Estimate of revenue and/or attendance increase as a result of Social Media Campaign
- Analytics Overview (Listing Demographics, Impressions, Shares, Mentions etc.)
- What makes the Social Media Campaign unique and creative?
- Overall effectiveness / success of Social Media Campaign

2. Supporting Question ★ Answer Question listed to the right

3. Supporting Materials ★ Place at the end of the entry

ENTRY INFORMATION FOR CATEGORIES 65—67

- Submit categories 65—67 each within one (1) notebook (2 or 3 ring binder; spiral bound; report cover; bound publication etc.)
- Please submit your entry in the order listed.
- In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive.

Attach to overall payment form. If submitting one or more entries from categories 40—67, please include all entries on the same single USB Thumb drive.

For each entry, please provide detailed information to the following

1. Overview Information (50 points)

Please provide the requested information listed under the specific category to the left.

2. Supporting Question (10 points)

- What did you do to update / change this program from the year before? Were your updates / changes successful? Please provide measurable results / examples.
- If the promotion is a new promotion, please answer the following question instead
- What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (press releases, news clippings, etc.)
- Promotional materials Video / audio documentation (Please limit to 1 example—provide written explanation of further examples)
- Supporting photographs

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional?
- Is the message clear?
- Is the entry / campaign designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

67) Best Mascot

Submit a one-page description including the following:

- Describe how your Mascot is used at your event and other times during the year
- Provide pictures of Mascot

- Entry must be submitted on one page. It may be put in a report cover.
- You may provide up to 3 pages of promotional supporting materials relating to the Mascot.

CATEGORY: Virtual and Hybrid Events

NEW CATEGORY FOR 2021

Category 68 and 69 are new for 2021. Many of the events for the last 2 years have been done in a Virtual or Hybrid Format. Please review the forms and celebrate and showcase your events by sending in entries to the Kaliff Marketing Awards for TFEA 2021.

68) Best Overall Virtual Event

(For festival or event created from scratch between April 1, 2020, and September 20, 2021.)

1. Overview Information

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- a. Introduction and background of main event
- b. Description and purpose / objective of Virtual Event
- c. Target audience and attendance / number of participants
- d. Overall revenue / expense budget of event
- e. Duration of program (start to finish)
- f. Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- g. What makes the event unique and creative?
- h. Overall effectiveness / success of event

Please provide the requested information listed under the specific category

2. Supporting Question (10 points)

· What challenges / obstacles did you foresee / encounter in creating the program / activity / idea and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, signage, etc.)
- Promotional / marketing / media materials
- Information provided to participants
- Supporting photographs or videos
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials & measurable results been provided?
- Have all requirements been met?

- Submit categories 68 and 69 each in (1) notebook (2 or 3 ring binder, spiral bound, report cover, bound publication etc.)
- Please submit your entry in the order listed.

In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive

Early Bird –Wednesday, Sept. 1, 2021 ★ Final Submission – Monday, September 20, 2021

CATEGORY: Virtual and Hybrid Events

NEW CATEGORY FOR 2021 Category 68 and 69 are new for 2021. Many of the events for the last 2 years have been done in a Virtual or Hybrid Format. Please review the forms and celebrate and showcase your events by sending in entries to the Kaliff Marketing Awards for TFEA 2021.

69. Best Overall Hybrid Event

For each entry, provide detailed information to the following.

Overview Information (50 points)

Please provide a detailed overview explaining the following using no more than 1 (one) page to explain each section:

- a. Introduction and background of main event
- b. Description and purpose / objective of Hybrid Event
- c. Target audience and attendance / number of participants
- d. Overall revenue / expense budget of event
- e. Duration of program (start to finish)
- f. Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
- g. What makes the event unique and creative?
- h. Overall effectiveness / success of event

Please provide the requested information listed under the specific category.

2. Supporting Question (10 points)

· What challenges / obstacles did you foresee / encounter in creating the program / activity / idea and how did you handle them?

3. Supporting Materials (10 points)

Please also include any necessary supporting materials for the program - limiting materials to no more than 5 examples for each area listed below (if applicable). Supporting materials should be placed at the end of the entry.

- Printed materials (brochures, handbooks, signage, etc.)
- Promotional / marketing / media materials
- Information provided to participants
- Supporting photographs or videos
- Measurable results: tangible & intangible

4. Judging Criteria (30 points)

No information required. Your entry will also be judged based on the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials & measurable results been provided?
- Have all requirements been met?

the below criteria.

- Is the item / entry well organized?
- Is the content professional? Is the message clear?
- Is the program / designed and laid out well?
- Is the program creative and / or unique?
- What is the overall impression?
- Have all supporting materials & measurable results been provided?
- Have all requirements been met?

- Submit categories 68 & 69 each in (1) notebook (2 or 3 ring binder, spiral bound, report cover, bound publication etc.)
- Please submit your entry in the order listed.

In addition to the required printed entry, please also provide a pdf document of your entire entry as (1) document) on a Thumb drive .

TFEA / KALIFF MARKETING AWARDS ENTRY FORM

Each Entry Must Have This Form Securely Attached to Entry!

- There is a \$20 fee for each category entered by the Early Bird Deadline (September 1, 2021) and \$30 for items submitted by the Final Deadline (September 20, 2021). [ALL REGISTRATION AND PAYMENT INFORMATION WILL BE ONLINE. Link is on page 23 \(Registration and Payment Form ONLINE\)](#)

★ The individual ENTRY Form here is to be used for ENTRY and Announcing Winners. Fill in all information.

Please be sure to **PRINT** your organization, event, sponsor or program clearly and correctly—as this is how it will appear on any award should you win.

- Please email a high-resolution copy of either your organization or event logo (Only one logo will be used) to: kay@tfea.org
- Put in subject line: 2021 TFEA Marketing Award Entry Logo & Your Event / Logo Name

Contact Name _____ Title _____

Name of Organization _____

Name of Event _____

Please list your actual overall Expense Budget \$ _____ Festival Size by Expense Budget (Check Category below)

Under \$75,000 \$75,001—\$250,000 \$250,001—\$750,000 Over \$750,000

Category Name (example: Sponsorship) _____

Category Number & Title (example: 7-Best Event Website) _____

Description of Entry _____

Other participants to be recognized _____

Go to separate payment form to complete application (ONLINE).

TFEA OFFICE USE ONLY DATE REC'D _____

If you have questions or need additional information contact

Kay Wolf, CFEE, Executive Director at: kay@tfea.org or call 830-997-0741

TFEA MARKETING AWARDS **REGISTRATION AND PAYMENT** FORM

Registration and Payment Form Requirements:

This is the only form you need to fill out for both registration and payment.

- Please complete and submit payment for each individual event separately. You will only need to complete one form per event.
 - There is a \$20 fee for each entry by the **Early Bird Deadline** (September 1, 2021) and \$30 for items submitted by the **Final Deadline** (September 20, 2021). Submit TWO copies of each individual entry form
- ⇒ Payment Form is Online
- ⇒ On the form online there is a box for every entry to check. Only check the boxes you are entering.
- Please be sure to PRINT your organization, event, sponsor or program clearly and correctly—as this is how it will appear on any award should you win.
 - Please email a high-resolution copy of either your organization or event logo (Only one logo will be used) to kay@tfea.org
 - Put in subject line: 2021 TFEA Marketing Award Entry Logo & Your Event / Logo Name

PAYMENT INFORMATION

Contact Name _____ Title _____

Name of Organization _____

Name of Event _____

Address _____

City, State, Zip _____ Email _____

Total number of Marketing Awards entries _____ x \$20 Early Bird OR Final Submission _____ \$30 fee per entry =
\$ _____ (Total Amt. Due)

New: Credit Card and Check Payments are to be made online this year.

Insert link in your browser for payment pages. <https://www.tfea.org/2021KaliffAwards>

Mail this form to address below.

Multiple entries can be packed together for shipping. The extra copy of forms, along with payment, & payment form should be mailed separately.

TFEA % Kay Wolf CFEE

[1914](#) River Bend Drive

Mission, TX 78572

TFEA office phone #830-997-0741

TFEA OFFICE USE ONLY DATE REC'D _____