Texas Festivals and Events Association

2026 TFEA / KALIFF MARKETING AWARDS

APPLICATION DEADLINES

Early Bird Deadline — 10:00 p.m. on Monday, August 31, 2026
★ Final Submission Deadline — 10:00 p.m. on Friday, September 18, 2026 ★

The Kaliff Marketing Awards program recognizes and encourages excellence in festival promotional campaigns. Great marketing and promotion are 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!

So pick the best of your hard work and apply to win today. Finalists and awards will be presented during our annual TFEA Conference and Trade Show on November 9—11, 2026, at the DoubleTree by Hilton in Austin, Texas.

The Kaliff Marketing Best in Texas Awards program 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.

ELIGIBILITY / RULES / JUDGING:

- All entries must be submitted by a current, dues-paying TFEA /IFEA members or organizations.
- **Items entered must have been issued/used between August 1, 2025, and August 31, 2026. Each entry must be submitted, received and paid for by September 18, 2026.**
- Participants must complete an online entry form for **each** entry submitted.
- The number of entries must equal the number of categories entered: one entry | one online entry form.
- A panel of experts assembled by the TFEA/IFEA will judge each entry before the Annual Conference and Trade Show. At the discretion of the Judges, they may elect not to determine a winner if entries are deemed insufficient. All decisions are final. Judges will not refer to entries in other categories, nor will they transfer entries already judged in different categories. Failure to meet all requirements or answer / provide all information will result in a deduction of points.
- *Members submitting entries for the Best in Texas Marketing Awards program* **must register at least one person** for the 2025 Annual Conference and Trade Show.
- **Pre-Conference November 7-8 2026 & 32nd Annual Conference & Expo November 9-11, 2026 in Austin,**

PAYMENT PROCEDURE:

- The cost per entries #2-64 is **$25** through the Early Bird Deadline (August 31, 2026). **$40** per entries #2-64 submitted by the Final Deadline (September 18, 2026).
- The Best in Texas Category Entries (#1) early bird deadline (August 31, 2026) is **$50** and final deadline (September 18, 2026) **$75.**
- If you plan to enter MULTIPLE ENTRIES of the SAME CATEGORY, **you must Check Out and Pay for the 1st entry** of that category before the 2nd entry of the same category can be entered. Failing to do so will cause the 2nd entry of the same category to override the 1st entry.
- Payment is due online by credit card or by check by September 18, 2026. If you need to pay by check or be invoiced for your entries, please email Penny C. McBride at **penny@tfea.org**.

IMPORTANT GUIDELINES

All entries must be submitted in digital format.

No physical entries will be accepted.

The Kaliff Marketing Awards program 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.

All Entries to be submitted online.

Entries must be received by
Early Bird Deadline: 10:00 p.m. on Monday, August 31, 2026 or
Final Submission Deadline: 10:00 p.m. on Friday, September 18, 2026.

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

Texas Festivals and Events Association

2026 TFEA / KALIFF MARKETING AWARDS

Helpful Tips & Pointers

- **All entries will be submitted online.**
- Start Early!!! Don't wait until the deadlines are almost here to get your entries submitted. You can submit them in as soon as you want to.
- 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.
- 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. Fonts should not be smaller than 11 point
- When saving your entry to a drive folder 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 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.
- Proofing is your best chance of good marks. Proof, Proof, Proof!!! Judges will mark you down for typos!

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2026 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 /Local, National, or Syndicated TV Program used to promote a Festival/Event
4. Best Event Video Promotion
5. Best Radio Promotion

CATEGORY: MULTIMEDIA ENTRIES

6. Best Event Website
7. Best Organization Website
8. Best Event / Organization E-Newsletter
9. Best Festival / Event Mobile Application
10. Best Multimedia Component
11. Best Facebook Site
12. Best X Site
13. Best Instagram Site
14. Best Single Digital / Social Ad
15. Best Digital / Social Ad Series

CATEGORY: PROMOTION PRINTED ENTRIES

16. Best Event Program
17. Best Newspaper Insert / Supplement
18. Best Promotional Brochure
19. Best Printed Materials (Multiple Page)
20. Best Printed Materials (Single Page)
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
31. Best On-site Décor

CATEGORY: MERCHANDISE ENTRIES

32. Best T-Shirt Design
33. Best Pin or Button
34. Best Hat
35. Best Sponsor Gift
36. Best Give-Away Item
37. Best Overall Merchandising Program

CATEGORY: SPONSORSHIP ENTRIES

38. Best Targeted Sponsor Solicitation Proposal
39. Best Individual Sponsor Follow-up Report
40. Best Sponsor Partner
41. Best Sponsor Activation (NEW)
42. Best Sponsorship Program for Individual Sponsor
43. Best Overall Sponsorship Program

CATEGORY: FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

44. Best Volunteer Program
45. Best Green Program
46. Best Parade
47. Best Educational Program
48. Best Accessibility Program
49. Best Diversity, Equity & Inclusivity Program
50. Best Children's Programming
51. Best Overall Entertainment Program (NEW)
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 Plan
56. Best Food & Beverage Program
57. Best New Festival or Event
58. Best New Promotion Activity
59. Best Health & Safety Plan

CATEGORY: MEDIA RELATION ENTRIES

60. Best Press / Media Kit
61. Most Creative / Effective News Stunt
62. Best Media Relations Campaign
63. Best Social Media Campaign
64. Best Mascot

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 sending. 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.

2026 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 INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete all sections below in the order listed below.in addition to providing Supporting Materials throughout your entry. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria. **Entry to be submitted online**

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:

a. Event Date
b. Mission
c. History/Description of Event
d. Types of Activities Included Under the Festival/Event Umbrella
e. Overall Revenue and Expense Budget
f. Economic Impact
g. Attendance Numbers & Demographics
h. Volunteer Count & Demographics
i. Staffing Numbers and Positions
j. 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?

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

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.

CATEGORY: TELEVISION & RADIO 2—5

2) Best TV Promotion

For an Ad Spot or PSA used to promote a Festival/ Event.

Submit link to view video online.

3) Best Full-Length TV Promotion

For a Local / National / Syndicated TV Program used to promote a Festival / Event.

Submit link to view video online

4) Best Event Video Promotion

For any kind of video promotion used to promote a Festival / Event.

Submit link to view video online

5) Best Radio Promotion

(For an Ad Spot or PSA used to promote a Festival / Event..

Submit link to hear radio online.

Entries to be submitted online.

ENTRY INFORMATION FOR CATEGORIES 2—5

- For categories 2—5 , entries will be reviewed online by judges.
- Entries must be submitted in a digital format by providing a separate direct online link for each entry, to be viewed / downloaded.
- Link must remain active until December 31, 2026.
- Please make sure the link works, before you submit.
- 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?

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CATEGORY: MULTIMEDIA ENTRIES 6—15

ENTRY INFORMATION FOR CATEGORIES 6—15

- For categories 6—15, entries will be reviewed online by judges.
- Submit categories 6—15, in a digital format by providing a separate direct Online Link for each entry to be viewed online / downloaded. Link must remain active until **December 31, 2026.**
- Be sure the website link goes to exactly where you wish the judges to go first.
- Refer to any additional 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?

6) Best Event Website

For a Festival / Event specific website. Different from main organization website **Submit web address only**

7) Best Organization Website

For an Organization Website who produces many Festivals / Events specific. Difference from specific Festival / Event website. **Submit web address only**

8) Best Event / Organization E-Newsletter

For an emailed newsletter used to promote a Festival / Event /Organization. **Submit three consecutive e-newsletters. All issues to be combined and submitted as a single pdf, jpg or png file.**

9) Best Mobile Application

Includes mobile applications or mobile responsive websites for a Festival / Event. **Submit web address for where to obtain mobile application or new view website. Must be open until December 31, 2026.**

10) Best Multimedia Component

Includes, but not limited to items such as: Screen Savers, Electronic Billboards, Podcasts, Interviews, Educational / Instructional videos etc. Used to promote a Festival / Event. Dose not include items that could be entered into other categories. **Submit link to view item online. Only one multimedia item per entry**

11) Best Facebook Site

For a Festival / Event / or Festival Organization Facebook site. **Submit Social Media Site Address only**

12) Best X Site

For a Festival / Event / or Festival Organization X site. **Submit Social Media Site Address only**

13) Best Instagram Site

For a Festival / Event / or Festival Organization Instagram site. **Submit Social Media Site Address only**

14) Best Single Digital/Social Ad

For a single ad posted on any social media channel / platform used to promote a Festival / Event.

Submit one (1) ad as a single pdf, jpg, or png file

15) Best Digital/Social Ad Series

For an ad series posted on any social media channel / platform used to promote a Festival / Event.

Submit a maximum of 5 ads to be viewed as a single pdf, jpg, or png file.

CATEGORY: PROMOTIONAL PRINTED ENTRIES

ENTRY INFORMATION FOR CATEGORIES 16—29

- **Submit categories 16—29, each as a single pdf, jpg, or png.**
- Refer to any additional entry information listed next to each category.
- These are standalone items and no written information is required.
- Entries to be submitted online.

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?

16) Best Event Program

For Festival / Event programs that are provided to be used during the Festival / Event.
Submit as a single pdf. Include all pages

17) Best Newspaper Insert / Supplement

For Festival / Event inserts included in a newspaper that are provided to use during the festival or event.
Submit as a single pdf . Include all pages.

18) Best Promotional Brochure

For brochures that are sent out prior to the Festival / Event to promote the event.

Submit as a single pdf. Include all pages.

19) Best Printed Materials (Multiple Page)

(Includes but not limited to direct mail brochures,, cookbooks, annual reports, etc. used to promote a Festival / Event. Does NOT event programs, newspaper insert / supplement, promotional brochures or invitations.

Submit as a single pdf. Include all pages. Only one item per entry.

20) Best Printed Materials (Single Page)

Includes, but not limited to direct mail pieces, rack cards, fliers, maps, etc. used to promote a Festival / Event. Does NOT include cover designs, posters, billboards or invitations.

Submit no more than two (2) photos/images (Front/Back) of item as a single pdf, jpg, or digital file. Only one item per entry.

21) Best Cover Design

For the covers from items such as Magazines, Newspapers, Brochures, Programs etc. used to promote a Festival / Event. **Submit one (1) photo/image of cover only as a single pdf, jpg, png or digital file.**

22) Best Single Newspaper Display Ad

For a single Festival / Event advertisement in a newspaper. **Submit one (1) photo/image of ad as a single pdf, jpg, png or digital file.**

23) Best Single Magazine Display Ad

(For a single Festival / Event advertisement in a magazine.

Submit one (1) photo/image of ad only as a single pdf, jpg, png or digital file.

24) Best Ad Series

For a series of Festival / Event advertisements in a magazine or newspaper.

Submit a maximum of 5 ads as a single pdf, jpg, png or digital file.

25) Best Promotional Poster

For posters used for promotional purposes to promote Festival / Event. Poster is not for sale at event. **Submit one (1) photo/image of poster only as a single pdf, jpg, png, or digital file.**

26) Best Commemorative Poster

For posters specifically for sale at Festival / Event.

Submit one (1) photo/image of poster only as a single pdf, jpg, png, or digital file.

27) Best Event Promotional Photograph

For photos used to promote Festival / Event, or those that capture the essence and spirit of the Festival or Event.
Submit one(1) photo only as a single pdf, jpg, png or digital file.

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28) Best Outdoor Billboard

For outdoor billboards used to promote.

Submit one (1) photo/image of billboard only as a single pdf, jpg, png or digital file.

29) Best Event Invitation

For Single or Multiple Page invitations used to invite guests and attendees to a Festival/Event.

Submit no more than four (4) photos/images of invitation only as a single pdf, jpg, png or digital file.

CATEGORY: EVENT DÉCOR & AMBIANCE ENTRIES - Categories 30—31

ENTRY INFORMATION FOR CATEGORIES 30—31

- **Submit categories 30—31 as a single pdf, jpg, or png file.**
- Refer to any additional entry information listed next to each category
- These are standalone items and no written information is required.
- Entry to be submitted online

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?

30) Best Street Banner

Submit photo of banner only.

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 entry. Submit photo of décor.

CATEGORY: MERCHANDISE ENTRIES For merchandise sold at Festivals and Events Categories 32—37

ENTRY INFORMATION FOR CATEGORIES 32—37

- Submit actual merchandise items for categories 32-37 as a single pdf, jpg, or png file.
- Refer to any additional entry information listed next to each category
- These are standalone items and no written information is required.

Judging Criteria

Each entry will be judged based on the criteria below.

- 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?

32) Best T-Shirt Design

For T-Shirts sold before/during/after Festival / Event and/or to promote Festival/Event. Does NOT include Tank Tops, Long Sleeve T-Shirts or Collared Polo Shirts. **Submit no more than two (2) photos of T-Shirt (Front & Back) as a single pdf, jpg, png or digital file.**

33) Best Pin or Button

- For Pins sold before/during/after Festival /Event.
- For single pins only. No Pin Sets. **Submit one (1) photo of Pin/Button as a single pdf, jpg, png or digital file.**

34) Best Hat

For Hats sold before/during/after Festival / Event and / or promote Festival / Event.. **Submit no more than two (2) photos of Hat as a single pdf, jpg, png or digital file.**

35) Best Sponsor Gift

For gifts a Festival/Event gives to a specific sponsor of their Festival/Event as a thank you gift. **Submit no more than four (4) photos of single Sponsor Gift as a single pdf, jpg, png or digital file. Make one of your photos a photo of the items next to a ruler to illustrate the size of the item.**

36) Best Give-Away Item

For merchandise items that are given out at Festival / Event and are not for sale, i.e.—Race medals, T-Shirts, Beverage Mugs, etc. Does NOT include items that are raffled / auctioned off at Festival / Event. **Submit not more than four 4)**

Photos of Give-Away item as a single pdf, jpg, png, or digital file. Make one of your photos a photo of the items next to a ruler to illustrate the size of the item.

37) Best Festival/ Event Merchandise

For Festival / Event merchandise sold before/during/after Festival / Event and/or to promote Festival / Event. Includes all other merchandise that you have for sale at your festival/ event. Does NOT include T-Shirts; Pins; Hats; Sponsor Gifts; Give-Away Items. **Submit no more than four (5) photos of a single Merchandise item as a single pdf, jpg, png or digital file. Make one of your photos a photo of the item next to a ruler to illustrate the size of the item.**

CATEGORY: SPONSORSHIP ENTRIES

38) BEST TARGETED SPONSOR SOLICITATION PROPOSAL

Entry should focus on actual Sponsorship Proposal that was used to target a specific sponsor for your Festival / Event

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials . Complete section 1 in the order listed below, in addition to providing Supporting Materials throughout your entry. Points will be awarded to the individual sections of your entry, in addition the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / proposal professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / proposal designed and laid out well?
- Is the entry / proposal creative and / or display originality?
- Is the entry / proposal compelling enough to engage an audience?
- Does the entry / proposal relay the image of the event
- Does the entry / proposal match the purpose / mission for the event?
- 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?

Supporting Materials: (50 points)

• Please include a sponsor solicitation package that was used to target a specific sponsor along with any other additional materials/ images of items that were sent with the proposal. (Okay to substitute name of sponsor for generic name for confidentiality, however please make it clear on your entry you are doing this.)

1. Overview Information (20 points)

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

a. Introduction and description of main event.
b. Name of Sponsor
c. Introduction, effectiveness and success of Sponsor Solicitation Package

39) BEST INDIVIDUAL SPONSOR FOLLOWUP REPORT

Entry should focus on actual Follow-Up Report that was generated for a specific sponsor for your Festival / Event

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 in the order listed below, in addition to providing Supporting Materials throughout your entry. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Supporting Materials: (50 points)

• Please provide a sponsor follow-up report sent to a specific sponsor with any other additional materials/images of items that were sent with the report. (Okay to substitute name of sponsor for generic name for confidentiality, however please make it clear on your entry you are doing this.)

1. Overview Information: (20 points)

Please provide a detailed overview explaining the following information (a-c), in the order listed below, using no more than one (1) page per section:

a. Introduction and description of main event.
b. Name of Sponsor
c. Introduction and effectiveness of Sponsor Follow-Up Report

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / report professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / report designed and laid out well?
- Is the entry / report creative and / or display originality?
- Is the entry / report compelling enough to engage an audience?
- Does the entry / report relay the image of the event?
- Does the entry / report match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

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CATEGORY: SPONSORSHIP ENTRIES

40) BEST SPONSOR PARTNER

Entry should highlight a specific sponsor of a Festival / Event that stands out above all others.

ENTRY INFORMATION
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.
- Is the entry professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry designed and laid out well?
- Is the entry creative and / or display originality
- What is the overall impression?
- Have all requirements been met?

1. Overview Information: (70 points)
Please provide a detailed overview explaining the following information (a-g), in the order listed below, using no more than one (1) page per section:
a. Introduction & description of main event
b. Name of Sponsor
c. Description of sponsor; level of sponsorship (cash/in-kind); details of benefit package and length of sponsor partnership
d. Quantity and quality of support to event by sponsor
e. Goals and success of relationships for both event and sponsor
f. How the sponsor stands out over all other sponsors
g. Activation of Sponsorship by Sponsor

41) Best Sponsor Activation

Entry should focus on activation of a sponsor/sponsorship during a Festival / Event

ENTRY INFORMATION
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Supporting Materials: (10 points)
Please include any necessary supporting materials for the program throughout your entry. Please limit your supporting materials to those actually sent / used with sponsor:
• Images of Printed materials (brochures / programs etc.)
• Images of Promotion / marketing / media materials
• Supporting photographs
• Measurable results: tangible & intangible

41) BEST SPONSOR ACTIVATION (Continued)

Judging Criteria: (30 points)
Your entry will also be judged based on the below criteria:
- Is the entry / activation professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / activation designed and laid out well?
- Is the entry / activation creative and / or display originality?
- Is the entry / activation compelling enough to engage an audience?
- Does the entry / activation relay the image of the event?
- Does the entry / activation match the purpose / mission for the event? 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?

1. **Overview Information: (50 points)**
Please provide a detailed overview explaining the following information (a-g), in the order listed below, using no more than one (1) page to explain each section:
a. Introduction & description of main event.
b. Introduction & description of sponsor, level of sponsorship (cash/in-kind); details of benefit package; length of sponsorship/partnership.
c. Description and purpose of Activity/Program at event, that the Sponsor is sponsoring.
d. Describe the roles of the Event/Sponsor in the creation of the activation
efforts. (i.e. – Did the event create everything, did the sponsor, or both?)
e. Explain the originality of the activation efforts (i.e. – are the activation efforts unique to your event, or does the sponsor use the same activation for all events they sponsor?
f. Describe the overall sponsor activation in detail.
g. Describe the overall effectiveness / success of the sponsor activation.

2. Supporting Questions: (10 points)
Please answer the following questions (a-b) using no more than one (1) page.
a. What did you do to update / change this activation from the year before? Were your updates / changes successful? Please provide measurable results / examples. (If the activation is new, please answer the following question instead: "What challenges / obstacles did you foresee / encounter in creating the activation, and how did you handle them?")
- What adaptations and modifications did you make to this program?

CATEGORY: SPONSORSHIP ENTRIES

42) BEST SPONSORSHIP PROGRAM FOR INDIVIDUAL SPONSOR

Entry should focus on an activity or program within a Festival / Event that was created for a specific sponsor.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria:

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Would you recommend or support this opportunity if in a position to do so?
- Have all requirements been met?

Supporting Materials: (10 points)

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

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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-e), in the order listed below, using no more than one (1) page to explain each section:

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

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?"
b. What adaptations and modifications did you make to this program?

•

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

CATEGORY: SPONSORSHIP ENTRIES

43) BEST OVERALL SPONSORSHIP PROGRAM

Entry should focus on the entire sponsorship program for all sponsors, for the entire Festival / Event.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria. Is the entry / program professional and easy to understand? Is the message clear, concise, organized and informative? Is the entry / program professional and easy to understand?

- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)
Please include any necessary supporting materials for the program throughout your entry. Please limit your supporting materials to those actually sent / used with sponsor:

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

1. Overview Information: (50 points)
Please provide a detailed overview explaining the following information (a-h), in the order listed below, using no more than one (1) page to explain each 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 of each

d. Available benefit packages and valuation formula

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

2. Supporting Questions: (10 points)
Please answer the following questions (a-b) using no more than one (1) page.

a. 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?"

b. What adaptations and modifications did you make to this program?

44) BEST VOLUNTEER PROGRAM

Entry should focus on the overall Volunteer Program for a Festival / Event / Organization

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information (50)

Please provide a detailed overview explaining the following information (a-p) in order listed below, using no more than one (1) page to explain each section, together with applicable examples.

a. Introduction and description of main event
b. Name of Volunteer Program (if applicable) in addition to description and purpose / objective of Volunteer Program
c. Target audience / attendance / number of participants of Volunteer Program
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 for each position.
g. Explain and describe Recruitment methods / materials / applications
h. Explain Communication methods / materials used with Volunteers
i. Provide examples of Training guides / programs / handbooks / materials
j. Provide Organization & schedule information / materials
k. Explain Volunteer perks / benefits
l. Highlight Volunteer Appreciation / recognition methods/ materials
m. Describe Volunteer Retention methods / materials
n. Provide description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable) Overall revenue/expense budget of program
o. Overall effectiveness / success of program
p. Measurable results: ratio of volunteers to guests; # of volunteers;# of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers.

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?”
b. What adaptations and modifications did you make to this?

45) BEST GREEN PROGRAM

Entry should focus on the overall green/recycling program and the implementation of that program at a Festival / Event.

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

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

- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

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

1. Overview Information: (50 points)

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

a. Introduction and background of main event
b. Name of Green Program (if applicable) in addition to 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 green 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.
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 Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?"
b. What adaptations and modifications did you make to this program?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

46) BEST PARADE

Entry should focus on either a stand-alone Parade or a Parade that is part of a larger Festival / Event.

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / parade professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / parade designed and laid out well?
- Is the entry / parade creative and / or display originality?
- Is the entry / parade compelling enough to engage an audience?
- Does the entry / parade relay the image of the event?
- Does the entry / parade match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable):

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

1. Overview Information

Please provide a detailed overview explaining the following information (a-k), in the order listed below, using no more than one (1) page to explain each section: Introduction and background, purpose & objective of Parade.

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

2. Supporting Questions (10) points

Please answer the following questions (a-b) using no more than one (1) page.

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

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

47) BEST EDUCATIONAL PROGRAM

Entry should focus on an educational component built into the Festival / Event programming.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria (30 points)
No information required. Your entry will also be judged based on the below criteria.

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event? Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials (10 points)
Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information (50) points
Please provide a detailed overview explaining the following (a-l) using no more than 1 (one) page to explain each section, in the order listed below.

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

2. Supporting Questions (10 points)
Please answer the following questions using no more than one (1) page.

a. 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?
b. What adaptations and modifications did you make to this program?

48) BEST ACCESSIBILITY PROGRAM

Entry should focus on the accommodations and programming that are available that make a Festival / Event accommodating and accessible to people of all abilities.

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials (10) points

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information

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

a. Introduction and background, of main event
b. Target audience / attendance of Festival/Event
c. Name if applicable, description and purpose / objective of Accessibility Program
d. Provide a description of the types of accessibility arrangements that have been made at festival/event (1page 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 you event has for attendees with Alzheimer's
   - What services has for attendees with Autism.
   - What services have been made in regards to medical considerations for people with disabilities.
   - Any other services for people with disabilities (visible/non-visible)
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 Questions: (10 points)

Please answer the following questions using no more than one (1) page.

a. 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?"
b. What adaptations and modifications did you make to this program?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

49) BEST DIVERSITY, EQUITY & INCLUSION PLAN

ENTRY INFORMATION
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria (30 points)
No information required. Your entry will also be judged based on the below criteria.

- Is the entry / plan professional and easy to under stand?
- Is the message clear, concise, organized and informative?
- Is the entry / plan designed and laid out well?
- Is the entry / plan creative and / or display originality?
- Is the entry / plan compelling enough to engage an audience?
- Does the entry / plan relay the image of the event?
- Does the entry / plan match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials (10 points)
Please include any necessary supporting materials for the plan through- out your entry limiting materials to no more than 5 examples for each area listed below (if applicable).
Printed materials (brochures, handbooks, evaluation forms, signage, etc.)

- Promotional / marketing / media materials
  Information provided to attendees. Supporting photographs
  Printed materials (brochures, handbooks, Recruiting materials, evaluation forms, signage, etc.)
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs

1. Overview Information (50 points)
Please provide a detailed overview explaining the following information (a-i), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event Target audience / attendance of Festival/Event
b. Name (if applicable), description and purpose / objective of DEI Plan
c. Provide an outline of the DEI Plan that has been made at festival/event
d. Describe behind the scenes efforts made to implement DEI Plan (signage/training etc.)
e. Overall revenue and expense budget for DEI Plan (if available and applicable)
f. Duration of DEI Plan (i.e.: all year, just at the event?) and years Plan has been in existence
g. Festival activities specifically focused on DEI efforts
h. Description of sponsor / charity / volunteer / school / other group involvement with DEI Plan and benefits to each (if applicable)
i. Overall effectiveness / success of DEI Plan

2. Supporting Question (10 points)
Please answer the following questions (a-b) using no more than one (1) page.

a. 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?
b. What adaptations and modifications did you make to this plan?

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

50) BEST CHILDREN'S PROGRAMMING

Entry should focus on
specific programming for Children at a Festival / Event.

ENTRY INFORMATION

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information

Please provide a detailed overview explaining the following (a-k) using no more than 1 (one) page to explain each section, Introduction and background of main event

a. Introduction and description and purpose / objective of Children's Program
b. Target audience / main target age group
c. Attendance / number of participants
d. Activities / entertainment provided
e. Local School involvement
f. Tie-in of program to main event
g. Overall revenue and expense budget of specific program / event
h. Description of sponsor / charity / volunteer / school / other group involvement with event / program benefits to each (applicable)
i. Duration of program (start to finish) and years program has been part of event
j. What makes the program unique and creative?
k. Overall effectiveness / success of program

2. Supporting Question (10) Points

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?"
b. What adaptations and modifications did you make to this program?

51) BEST OVERALL ENTERTAINMENT PROGRAM

Entry should focus on the overall entertainment programming at a Festival / Event. Includes, but not limited to: Stage/Wandering/ Children's/specialty entertainment/performers; impromptu/ unexpected entertainment; other miscellaneous entertainment features.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria. Is the entry / program professional and easy to understand? Is the message clear, concise, organized and informative?

- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience,
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials (10) Points

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)

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

a. Introduction and background of main event
b. Description of all Entertainment efforts at Festival/ Event including but not limited to, Stage/Wandering/ Children's/specialty entertainment/performers; impromptu/ unexpected entertainment; other miscellaneous entertainment features.
c. Overall revenue and expense budget for Entertainment Programming; any sponsor involvement; free vs. ticketed entertainment.
d. Target market for overall Entertainment Programming in addition to each area of programming if different from overall.
e. Marketing efforts tied to Entertainment Programming.
f. Community involvement in promoting and/or selling tickets.
g. Measurable results (including attendance numbers if available)
h. Describe the overall effectiveness / success of the Entertainment Program

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?"

b. What adaptations and modifications did you make to this program?

52) BEST COMMUNITY OUTREACH PROGRAM

Entry should focus on programming done throughout the year by a Festival / Event to benefit and help include all parts of the community, while enhancing the image and brand of the Festival / Event/ Organization throughout the year.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria:

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information

Please provide a detailed overview explaining the following information in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and background of main event
b. Name (if applicable), description and purpose / objective of Out-reach Program
c. Target audience / attendance / number of participants
d. Impact program had on the community
e. Tie-in of program to main event
f. Duration of program (start to finish) and years program has been part of event
g. Overall revenue/expense budget of specific program
h. Description of sponsor / charity / volunteer / school / other group involvement with program and benefits to each (if applicable)
i. Overall effectiveness / success of program

2. Supporting Questions (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?”

b. What adaptations and modifications did you make to this program?

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

53) BEST EVENT/PROGRAM WITHIN AN EVENT TO BENEFIT A CAUSE

Entry should focus on any fundraising or awareness programs done by Festival / Event, to raise funds or awareness for a specific cause, other than their own Festival / Event.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)
Your entry will also be judged based on the below criteria. Is the entry / program professional and easy to understand? Is the message clear, concise, organized and informative?

- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)
Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)
Please provide a detailed overview explaining the following information (a-g), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event
Name (if applicable), description and purpose / objective of Event/ Program
b. Description of selected cause and why/how it was selected
Target audience / attendance / number of participants
c. Tie-in of program to main event
d. Duration of program (start to finish) and years program has been part of event
e. Overall revenue/expense budget of specific event/program
f. Description of sponsor / charity / volunteer / school / other group involvement with event / program and benefits to each (if applicable)
g. Overall effectiveness / success of program

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.
a. What did you do to update / change this event / program from the year before? Were your updates / changes successful? Please provide measurable results / examples.
• If the event / program is new, please answer the following question instead: "What challenges / obstacles did you foresee / encounter in creating the program, and how did you handle them?"

b. What adaptations and modifications did you make to this event / program?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

54) BEST EVENT (WITHIN AN EXISTING FESTIVAL)

Entry should focus on a specific event that is held during the course of a larger Festival / Event.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria. Is the entry / program professional and easy to understand? Is the message clear, concise, organized and informative?

- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-i), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event
b. Name (if applicable), description and purpose / objective of Event within Festival
c. Target audience and attendance / number of participants
d. Overall revenue/expense budget of event
e. Tie-in of program to main festival
f. Duration of program (start to finish) and years program has been part of event
g. Description of sponsor / charity / volunteer / school / other group involvement with event and benefits to each (if applicable)
h. What makes the event unique & creative?
i. Overall effectiveness / success of program

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. What did you do to update / change this event from the year before?

Were your updates / changes successful? Please provide measurable results / examples.

• If the event is new, please answer the following question instead: "What challenges / obstacles did you foresee / encounter in creating the event, and how did you handle them?"

b. What adaptations and modifications did you make to this event?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

55) BEST EMERGENCY PREPAREDNESS & RISK MANAGEMENT PLAN

Entry should focus on the overall risk management / emergency preparedness plan for a specific Festival / Event with specific focus on the physical safety of attendees in the event of inclement weather, active shooter, crowd surges etc.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)
Your entry will also be judged based on the below criteria. Is the entry / plan professional and easy to understand?

- Is the message clear, concise, organized and informative?
- Is the entry / plan designed and laid out well?
- Is the entry / plan creative and / or display originality?
- Is the entry / plan compelling enough to engage an audience? Does the entry / plan relay the image of the event?
- Does the entry / plan match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (30 points)
Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

- Printed materials (brochures, handbooks, evaluation forms, signage, etc.)
- Promotional / marketing / media materials
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible
- Please submit a detailed documentation of the security plan used at your event. Please note, if entry wins an award, it will be posted on the Member Only section of ifea.com for other members to view.

1. Overview Information: (30 points)
Please provide a detailed overview explaining the following information (a-h), in the order listed below, using no more than one (1) page to explain each section: I

a. Introduction and description of main event
b. Name (if applicable), description and purpose / objective of plan
c. Agencies consulted and/or responsible for plan
d. Roles & responsibilities of individuals involved with implementing plan
e. Depth and scope of plan
f. Overall revenue and expense budget of plan
g. Description of sponsor / charity / volunteer / school / other group involvement with plan and benefits to each (if applicable)
h. Overall effectiveness / success of Plan

2. Supporting Questions: (10 points)
Please answer the following questions (a-b) using no more than one (1) page.

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

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

56) Best Food & Beverage Program

Entry should focus on the overall food and beverage opportunities available during the course of a Festival / Event.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 – 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / program professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / program designed and laid out well?
- Is the entry / program creative and / or display originality?
- Is the entry / program compelling enough to engage an audience?
- Does the entry / program relay the image of the event?
- Does the entry / program match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-k), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event
b. Name (if applicable), description and purpose / objective of Food & Beverage Program
c. Number and types of vendors
d. Site Plan (i.e.: Food Courts, Crowd Flow etc.) Cash
e. Management Process
f. Fee Structures
g. Alcohol Beverage Training/Control Vendor Application Process
h. Festival/Event Controlled Products & Services (i.e.:
i. Festival-only controlled product sales, Vendor required product use, etc.)
j. Promotional activities to drive business
k. Power/Water Access Waste Disposal

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. 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?”

b. What adaptations and modifications did you make to this program?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

57) BEST NEW FESTIVAL OR EVENT

Entry should focus on a Festival / Event, created from scratch for the first time, between August 1, 2024 and August 31, 2025, that is not part of a larger Festival / Event.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria. Is the entry / event professional and easy to understand?

- Is the message clear, concise, organized and informative?
- Is the entry / event designed and laid out well?
- Is the entry / event creative and / or display originality?
- Is the entry / event compelling enough to engage an audience?
- Does the entry / event relay the image of the event?
- Does the entry / event match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-h) in the order listed below, using no more than one (1) page to explain each section:

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

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

a. What challenges/obstacles did you foresee/ encounter in creating the new Festival/Event, and how did you handle them?
b. What adaptations and modifications did you make to this new Festival/Event?

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

58) BEST NEW PROMOTION ACTIVITY

Entry should focus on a specific promotion created and implemented by a Festival / Event / Vendor / Supplier in order to promote a product, service, event, company, entertainment, etc.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria:

- Is the entry / promotion professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / promotion designed and laid out well?
- Is the entry / promotion creative and / or display originality?
- Is the entry / promotion compelling enough to engage an audience?
- Does the entry / promotion relay the image of the event?
- Does the entry / promotion match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-k), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event/ organization
b. Name (if applicable), description and purpose / objective of Promotion
c. Description of what was being promoted (merchandise, event, company, entertainment; etc.)
d. What makes this promotion different from any other promotions?
e. Target audience for promotion
f. Attendance / number of participants (if applicable)
g. Tie-in of promotion to main event/organization
h. Overall revenue and expense budget of specific promotion
i. Duration of promotion (start to finish)
j. Description of sponsor / charity / volunteer / school / other group
involvement with event/organization and promotion and benefits to each (if applicable)
k. Overall effectiveness / success of promotion

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

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

b. What adaptations and modifications did you make to this program/ activity/idea?

FESTIVAL & EVENT CRITICAL COMPONET ENTRIES

59) BEST HEALTH & SAFETY PLAN

Entry should focus on the overall health and safety protocol plan created for a specific Festival / Event in response to the Pan- demic with specific focus on the physical health of attendees.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria. Is the entry / plan professional and easy to understand?

- Is the message clear, concise, organized and informative? Is the entry / plan designed and laid out well?
- Is the entry / plan creative and / or display originality?
- Is the entry / plan compelling enough to engage an audience?
- Does the entry / plan relay the image of the event?
- Does the entry / plan match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (30 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable):

- Printed materials (brochures, handbooks, evaluation forms, signage, etc.)
- Promotional / marketing / media materials
- Information provided to participants / volunteers / sponsors / students / charities etc.
- Supporting photographs
- Measurable results: tangible & intangible
- Please submit a detailed documentation of the health and safety protocol plan used at your event.

1. Overview Information: (30 points)

Please provide a detailed overview explaining the following information (a-i), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of main event
b. Name (if applicable), description and purpose / objective of plan
c. Agencies consulted and/or who provided input on plan
d. Roles & responsibilities of individuals involved with implementing plan
e. Health & safety requirements implemented by Festival vs. those required by City
f. Depth and scope of plan
g. Overall revenue and expense budget of plan
h. Description of sponsor / charity / volunteer / school / other group involvement with plan and benefits to each (if applicable)
i. Overall effectiveness / success of Plan

2. Supporting Questions: (10 points)

Please answer the following questions using no more than one (1) page.

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

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM

FESTIVAL & EVENT MEDIA RELATIONS CATEGORIES

60) BEST PRESS / MEDIA KIT

Entry should focus on the effectiveness and use of a Press / Media Kit by a Festival / Event / Organization to promote the Festival / Event / Organization.
In addition to providing a digital version of your press/media kit (include photos as necessary), also provide information for questions listed below.

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)
Your entry will also be judged based on the below criteria.

- Is the entry / kit professional and easy to understand?
- Is the message clear, concise, organized and informative? Is the entry / kit designed and laid out well?
- Is the entry / kit creative and / or display originality?
- Is the entry / kit compelling enough to engage an audience?
- Does the entry / kit relay the image of the event?
- Does the entry / kit match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)
Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable) .

- 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

1. Overview Information: (50 points)
Please provide a detailed overview explaining the following information (a-h), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction & description of main event

b. Target audience / demographics for the media

c. Target location (communities / cities / states) for media

d. Types of mediums used for media outreach

e. Measurable results indicating—below list:

f. Number of publications / cities / states targeted

g. Percent of distribution that covered news Longevity of media coverage

h. Increase / decrease in media from previous years

2. Supporting Questions: (10 points)
Please answer the following questions (a-b) using no more than one (1) page.

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

FESTIVAL & EVENT MEDIA RELATIONS CATEGORIES

61) MOST CREATIVE / EFFECTIVE NEWS STUNT

Entry should focus on the publicity generated through a media stunt by a Festival / Events/ Organizations to promote their event / cause etc.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria:

- Is the entry / campaign professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / campaign designed and laid out well?
- Is the entry / campaign creative and / or display originality?
- Is the entry / campaign compelling enough to engage an audience?
- Does the entry / campaign relay the image of the event
- Does the entry / campaign match the purpose / mission for the event?

- **Supporting Materials: (10 points)**

  Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

- 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
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-e), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction & description of main event

b. Name (if applicable) and a detailed description of the news stunt

c. How did the news stunt fit in to the overall media campaign for your event?

d. Sponsor / charity involvement (if any) and why

e. Was there an increase in media coverage for your event as a result of the stunt?

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

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

b. What adaptations and modifications did you make to this stunt?

FESTIVAL & EVENT MEDIA RELATIONS CATEGORIES

62) BEST MEDIA RELATIONS CAMPAIGN

Entry should focus on the entire media relations campaign for their specific Festival / Event.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / campaign professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / campaign designed and laid out well?
- Is the entry / campaign creative and / or display originality?
- Is the entry / campaign compelling enough to engage an audience?
- Does the entry / campaign relay the image of the event?
- Does the entry / campaign match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

- 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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-g), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction & description of campaign / event
b. Purpose / objective of the media relations campaign
c. A detailed outline of your entire media relations campaign for your event.
d. Target audience / demographics for the media
e. Target location (communities / cities / states) for media
f. Types of mediums used for media outreach
g. Measurable results indicating:
    - Number of publications / cities / states targeted
    - Percent of distribution that covered news
    - 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. Overall effectiveness of the campaign

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

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

b. What adaptations and modifications did you make to this campaign?

FESTIVAL & EVENT MEDIA RELATIONS CATEGORIES

63) BEST SOCIAL MEDIA CAMPAIGN

Entry should focus on the overall Social Media Campaign used to promote a Festival / Event.

ENTRY INFORMATION:

Submit entry as one (1) PDF file to include ALL entry information and supporting materials. Complete section 1 - 2 in the order listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria.

Judging Criteria: (30 points)

Your entry will also be judged based on the below criteria.

- Is the entry / campaign professional and easy to understand?
- Is the message clear, concise, organized and informative?
- Is the entry / campaign designed and laid out well
- Is the entry / campaign creative and / or display originality?
- Is the entry / campaign compelling enough to engage an audience?
- Does the entry / campaign relay the image of the event?
- Does the entry / campaign match the purpose / mission for the event?
- What is the overall impression?
- Have all supporting materials and measurable results been provided?
- Have all requirements been met?

Supporting Materials: (10 points)

Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

- 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

1. Overview Information: (50 points)

Please provide a detailed overview explaining the following information (a-k), in the order listed below, using no more than one (1) page to explain each section:

a. Introduction and description of Main Event

b. Description, purpose and objective of Social Media Campaign Social Media Platforms used (please provide up to 5 screenshots of each platform used)

c. Social Advertising used (please provide up to 5 screenshots of each social advertising used

d. Target Audience for Social Media Campaign

e. Editorial Calendar and Timeline for Campaign

f. Examples of Hashtags, Contests, Polls & Quizzes etc., used during Campaign

g. Additional Media exposure received from Social Media Campaign

h. Estimate of revenue and/or attendance increase as a result of Social Media Campaign

i. Analytics Overview (Listing Demographics, Impressions, Shares, Mentions etc.)

j. What makes the Social Media Campaign unique and creative?

k. Overall effectiveness / success of Social Media Campaign

2. Supporting Questions: (10 points)

Please answer the following questions (a-b) using no more than one (1) page.

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

b. What adaptations and modifications did you make to this campaign?

FESTIVAL & EVENT MEDIA RELATIONS CATEGORIES

64) BEST MASCOT

ENTRY INFORMATION:
Submit entry as one (1) PDF file to include ALL entry information and supporting materials.

Overview Information
Please include any necessary supporting materials for the program throughout your entry limiting materials to no more than 5 examples for each area listed below (if applicable).

Submit a one-page description including the following:

a. Describe how your Mascot is used at your event and other times during the year
b. Provide pictures of Mascot. You may provide up to 3 pages of promotional supporting materials relating to the Mascot.

Early Bird Deadline – Monday, August 31, 2026 at 10:00 PM

Final Submission Deadline – Friday, September 18, 2026 at 10:00 PM