

**ZENITH AWARD**

Budget: Under \$75,000

**GOLD**

City of Murphy  
Tunes, Tails, & Ales

**ZENITH AWARD**

Budget: \$75,000 - \$250,000

**GOLD**

City of Weslaco  
Texas Onion Fest

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**ZENITH AWARD**

Budget: \$250,000-\$750,000

**GOLD**

San Jacinto Foundation Day Association  
Pasadena Strawberry Festival

**ZENITH AWARD**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**SILVER:**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best TV Promotion**

Budget : Under \$75,000

**GOLD**

Town of Flower Mound  
Christmas Parade & Tree Lighting Ceremony

**SILVER**

George West Storyfest Association, Inc.  
George West Storyfest

**BRONZE**

Town of Flower Mound  
Concerts in the Park

**Best TV Promotion**

Budget : \$75,000 - \$250,000

**GOLD**

Galveston Historical Foundation  
Dickens on the Strand

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best TV Promotion**

Budget : \$250,000 - \$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**SILVER**

San Jacinta Day Foundation  
Pasadena Strawberry Festival

**Best TV Promotion**

Budget : Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**SILVER**

Town of Flower Mound  
Independence Fest

**BRONZE**

Town of Flower Mound  
July Parks & Recreation Month

**Best Full-Length TV Program**

Budget: Under \$75,000

**GOLD**

City of McAllen  
From Water to Wildlife in the Lower Rio Grande Valley

**Best Full-Length TV Program**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Event Video**

Budget : Under \$75,000

**GOLD**

Uvalde Festival and Events Association  
2015 Briscoe Ranch Cook-Off at the Crossroads

**SILVER (Tie)**

City of Waco  
Pints in the Park

**SILVER (Tie)**

City of Sugar Land  
Memorial Day Ceremony

**BRONZE**

City of Tomball  
Sam Houston Trail Ride Reception

**Best Event Video**

Budget : \$75,000-\$250,000

**GOLD**

Weslaco Chamber of Commerce  
Texas Onion Fest

**SILVER**

City of McAllen  
PalmFest International Folklife Celebration

**Best Event Video**

Budget : Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Radio Promotion**

Budget : Under \$75,000

**GOLD**

City of Tomball  
Rails & Tails Mudbug Fest

**SILVER**

City of Murphy  
Tunes, Tails & Ales

**BRONZE**

Galveston Historical Foundation  
Galveston Historic Homes Tour

**Best Radio Promotion**

Budget : \$75,000 - \$250,000

**GOLD**

Galveston Historical Foundation  
Dickens on the Strand

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best Radio Promotion**

Budget : \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Radio Promotion**

Budget : Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Event Website**

Budget : Under \$75,000

**GOLD**

City of McAllen  
State of the City Address

**SILVER**

City of Murphy  
Bugs Brew & Barbecue

**BRONZE**

City of Tomball  
Texas Music Fest

**Best Event Website**

Budget : \$75,000 -\$250,000

**GOLD**

City of Waco Parks & Recreation  
Brazos Nights

**SILVER**

Galveston Historical Foundation  
Dickens on the Strand

**BRONZE**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**Best Event Website**

Budget : Over \$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**SILVER**

City of Allen Parks and Recreation Dept.  
Market Street Allen USA Celebration

**BRONZE**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Event Website**

Budget : \$250,000 -\$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Ft Worth Arts Festival

**SILVER**

Plano Balloon Festival, Inc.  
InTouch Credit Union Plano Balloon Festival

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Organization Website**

Budget : Under \$75,000

**GOLD**

City of McAllen  
Quinta Mazatlan

**SILVER**

George West Storyfest Association, Inc.  
George West Storyfest

**Best Organization Website**

Budget : \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**SILVER**

Mansfield Convention and Visitors Bureau

**BRONZE**

Fiesta Flambeau® Parade Association

**Best Organization Website**

Budget : \$250,000-\$750,000

**GOLD**

Galveston Historical Foundation

**Best Organization Website**

Budget : Over \$750,000

**GOLD**

Plano Balloon Festival, Inc.  
InTouch Credit Union Plano Balloon Festival

**SILVER**

Poteet Strawberry Festival Association

**BRONZE**

Washington's Birthday Celebration Association

**Best Event/Organization E-Newsletter**

Budget : Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Miscellaneous Multimedia**

Budget : Under \$75,000

**GOLD**

Uvalde Festival and Events Association  
2015 Briscoe Ranch Cook-Off at the Crossroads

**Best Miscellaneous Multimedia**

Budget : Over \$75,000-\$250,000

**GOLD**

Weslaco Chamber of Commerce  
Texas Onion Fest

**SILVER**

Uvalde Festival and Events Association  
Palomino Fest

**BRONZE**

City of McAllen  
PalmFest International Folklife Celebration

**Best Miscellaneous Multimedia**

Budget : \$250,000-\$750,000

**GOLD**

City of Allen, Parks & Recreation Dept.  
Market Street Allen USA Celebration

**Best Miscellaneous Multimedia**

Budget : Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Social Media**

Budget : Over \$75,000-\$250,000

**GOLD**

City of Waco Parks & Recreation  
Brazos Nights

**SILVER**

Uvalde Festival and Events Association  
Palomino Fest

**BRONZE**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**Best Social Media**

Budget : \$250,000 - \$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**SILVER**

Galveston Historical Foundation

**Best Social Media**

Budget: Over \$750,000

**GOLD**

Plano Balloon Festival, Inc.  
InTouch Credit Union Plano Balloon Festival

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**BRONZE**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**Best Festival/Event Mobile App**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Festival/Event Mobile App**

Budget: \$250,000-\$750,000

**GOLD**

City of Allen, Parks & Recreation Dept.  
Market Street Allen USA Celebration

**Best Festival/Event Mobile App**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Event Program**

Budget: Under \$75,000

**GOLD**

Grapevine CVB  
New Vintage Wine & Gallery Trail

**SILVER**

Galveston Historical Foundation  
Galveston Heritage Festival

**BRONZE**

Galveston Historical Foundation  
Galveston Historic Homes Tour

**Best Event Program**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

City of McAllen  
PalmFest International Folklife Celebration

**BRONZE**

Food & Vine Time Productions  
Wine & Food Week

**Best Event Program**

Budget: \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Event Program**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**BRONZE**

Grapevine CVB  
Grapefest

**Best Newspaper Insert/Supplement**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest

**Best Newspaper Insert/Supplement**

Budget: \$75,000-\$250,000

**GOLD**

Weslaco Chamber of Commerce  
Texas Onion Fest

**SILVER**

Galveston Historical Foundation  
Dickens on the Strand

**BRONZE**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Newspaper Insert/Supplement**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Newspaper Insert/Supplement**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**SILVER**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**BRONZE**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Promotional Brochure**

Budget: Under \$75,000

**GOLD**

Galveston Historical Foundation  
Galveston Historic Homes Tour

**SILVER**

City of Tomball

**Best Promotional Brochure**

Budget: \$75,000-\$250,000

**GOLD**

Galveston Historical Foundation  
Dickens on the Strand

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Promotional Brochure**

Budget: \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Promotional Brochure**

Budget: Over \$750,000

**GOLD**

Plano Balloon Festival, Inc.  
InTouch Credit Union Plano Balloon Festival

**SILVER**

Buccaneer Commission  
Buc Days & Rodeo

**BRONZE**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Event/Organization Newsletter**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**SILVER**

Fiesta Flambeau® Parade Association

**Best Event/Organization Newsletter**

Budget: Over \$750,000

**GOLD**

Town of Flower Mound  
Flower Mound Parks & Recreation

**SILVER**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Miscellaneous Printed Materials**

Budget: Under \$75,000

**GOLD**

City of Tomball  
Dusty's Trail Guide to Tomball

**SILVER**

City of McAllen  
Moon Over Mazatlan Gala 2016

**BRONZE**

City of Waco Parks & Recreation  
City of Waco Parks & Recreation

**Best Miscellaneous Printed Materials**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

Temple Parks & Recreation  
Bloomin' Temple Festival

**BRONZE**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Miscellaneous Printed Materials**

Budget: \$250,000-\$750,000

**GOLD**

City of Allen, Parks & Recreation Dept.  
Market Street Allen USA Celebration

**Best Miscellaneous Printed Materials**

Budget: Over \$750,000

**GOLD**

Fiesta San Antonio Commission  
Fiesta San Antonio

**SILVER**

Buccaneer Commission  
Buc Days & Rodeo

**BRONZE**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**Best Promotional Poster**

Budget: Under \$75,000

**GOLD**

City of Tomball  
Bugs, Brew & Barbeque

**SILVER (Tie)**

City of Tomball  
Texas Music Festival

**SILVER (Tie)**

City of McAllen  
Sunset Live Outdoor Concert Series

**BRONZE**

City of Waco Parks & Recreation  
Pints in the Park

**Best Promotional Poster**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**SILVER**

City of McAllen  
The McAllen International CarFest

**BRONZE**

City of McAllen  
PalmFest International Folklife Celebration

**Best Promotional Poster**

Budget: \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Promotional Poster**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
32nd Annual Main Street Fest

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**BRONZE**

Plano Balloon Festival, Inc  
InTouch Credit Union Plano Balloon Festival



**Best Commemorative Poster**

Budget: Under \$75,000

**GOLD**

Town of Flower Mound  
Texas Blueberry Festival

**SILVER**

City of McAllen  
Planta Nativa Festival 2016

**BRONZE**

City of Bedford  
Old Bedford School Centennial Celebration

**Best Commemorative Poster**

Budget: \$75,000-\$250,000

**GOLD**

City of Grand Prairie, Arts & Recreation Dept.  
Main Street Fest

**Best Commemorative Poster**

Budget: Over \$750,000

**GOLD**

Fiesta San Antonio Association  
Fiesta San Antonio

**SILVER**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**BRONZE**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Cover Design**

Budget: Under \$75,000

**GOLD**

City of McAllen  
Forest Tots

**SILVER**

City of McAllen  
McFun Lights Camera Action!

**BRONZE**

City of McAllen  
From Water to Wildlife in the Lower Rio Grande Valley

**Best Cover Design**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**BRONZE**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Cover Design**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**SILVER**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**BRONZE**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Single Newspaper Display Ad**

Budget: Under \$75,000

**GOLD**

City of Bedford  
Old Bedford School Centennial Celebration

**SILVER**

City of Tomball  
Bugs, Brew & Barbecue

**BRONZE**

City of Tomball  
Bluegrass Festival

**Best Single Newspaper Display Ad**

Budget: \$75,000 - \$250,000

**GOLD**

City of McAllen  
The McAllen International CarFest

**SILVER**

City of McAllen  
PalmFest International Folklife Celebration

**BRONZE**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best Single Newspaper Display Ad**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**SILVER**

Washington's Birthday Celebration Association  
WBCA Pipes & Stripes Car Show Sponsored by VitalMed Urgent Care

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Single Magazine Display Ad**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest

**SILVER**

City of Tomball

**BRONZE**

City of Tomball  
Texans for Fun

**Best Single Magazine Display Ad**

Budget: \$75,000 - \$250,000

**GOLD**

City of Waco Parks & Recreation  
Brazos Nights

**SILVER**

City of Mansfield  
Rockin 4th of July

**BRONZE**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**Best Single Magazine Display Ad**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
WBCA Stars & Stripes Air Show Spectacular Sponsored by Miller Lite

**Best Ad Series**

Budget: Under \$75,000

**GOLD**

City of Murphy  
Tunes, Tails & Ales

**SILVER**

City of Bedford  
Old Bedford School Centennial Celebration

**BRONZE**

City of Murphy  
Rainbow Trout Round-up

**Best Ad Series**

Budget: \$75,000 - \$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Ad Series**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Ad Series**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Event Photograph**

Budget: Under \$75,000

**GOLD**

City of McAllen  
87<sup>th</sup> Annual 4<sup>th</sup> of July Independence Day Celebration

**SILVER**

City of Tomball  
Sam Houston Trail Riders Reception

**BRONZE**

City of Tomball  
Rails & Tails Mudbug Fest

**Best Event Photograph**

Budget: \$75,000-\$250,000

**GOLD**

Uvalde Festival and Events Association  
Palomino Fest

**SILVER**

City of McAllen  
PalmFest International Folklife Celebration

**BRONZE**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best Event Photograph**

Budget: Under \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall - HEBuddy Balloon

**SILVER**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall-Floats

**BRONZE**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall-  
Star Wars Float

**Best Event Photograph**

Budget: Over \$750,000

**GOLD**

Fiesta San Antonio Commission  
Fiesta San Antonio

**SILVER**

Washington's Birthday Celebration Association  
WBCA Stars & Stripes Air Show Spectacular  
Sponsored by Miller Lite

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Miscellaneous Printed Materials**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest - Book Mark

**SILVER**

City of McAllen  
Urban Sanctuary Program and Tours

**BRONZE**

City of Murphy  
Tunes, Tails and Ales

**Best Miscellaneous Printed Materials**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen  
PalmFest International Folklife Celebration

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

City of Murphy  
Murphy Maize Days

**Best Miscellaneous Printed Materials**

Budget: Under \$250,000-\$750,000

**GOLD**

Grapevine CVB  
North Pole Express

**Best Miscellaneous Printed Materials**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
Main Street Fest

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**BRONZE**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Outdoor Billboard**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest

**Best Outdoor Billboard**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**SILVER**

Weslaco Chamber of Commerce  
Texas Onion Fest

**BRONZE**

City of Grand Prairie, Arts & Recreation Dept.  
Main Street Fest

**Best Outdoor Billboard**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Outdoor Billboard**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**SILVER**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Event Invitation**

Budget: Under \$75,000

**GOLD**

City of McAllen  
Moon Over Mazatlan Gala 2016

**SILVER**

City of Mansfield  
Mansfield 125

**BRONZE**

City of Bedford  
Old Bedford School Centennial Celebration

**Best Event Invitation**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen  
PalmFest International Folklife Celebration

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**Best Event Invitation**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Street Banner**

Budget: Under \$75,000

**GOLD**

City of Bedford  
Old Bedford School Centennial Celebration

**Best Street Banner**

Budget: \$75,000-\$250,000

**GOLD**

Weslaco Chamber of Commerce  
Texas Onion Fest

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**Best Street Banner**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
Main Street Fest

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Miscellaneous On-Site Décor**

Budget: \$75,000-\$250,000

**GOLD**

Uvalde Festival and Events Association  
Palomino Fest

**SILVER**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**BRONZE**

Temple Parks & Recreation  
Bloomin' Temple Festival

**Best Miscellaneous On-Site Décor**

Budget: Under \$250,000-\$750,000

**GOLD**

Grapevine CVB  
North Pole Express

**Best Miscellaneous On-Site Décor**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
Main Street Fest

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Sponsor Solicitation Video**

Budget: Under \$75,000

**GOLD**

City of Tomball

**Best Sponsor Solicitation Video**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen  
PalmFest International Folklife Celebration

**Best Sponsor Solicitation Video**

Budget: Under \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Sponsor Solicitation Video**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Sponsor Solicitation Package**

Budget: Under \$75,000

**GOLD**

City of Tomball

**Best Sponsor Solicitation Package**

Budget: \$75,000-\$250,000

**GOLD**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**Best Sponsor Solicitation Package**

Budget: Under \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Sponsor Solicitation Package**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Sponsor Follow-Up Report**

Budget: Under \$75,000

**GOLD**

City of Tomball  
July 4<sup>th</sup> Celebration

**Best Sponsor Follow-Up Report**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**Best Sponsor Follow-Up Report**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Sponsor**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest

**Best Sponsor**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen

PalmFest International Folklife Celebration

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best Sponsor**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen

McAllen Holiday Parade Presented by La Plaza Mall

**Best Sponsor**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best New Sponsorship Program**

Budget: Under \$75,000

**GOLD**

City of Sugar Land

Christmas Tree Lighting Event

**Best New Sponsorship Program**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen

PalmFest International Folklife Celebration

**SILVER**

Weslaco Chamber of Commerce  
Texas Onion Fest

**Best New Sponsorship Program**

Budget: Under \$250,000-\$750,000

**GOLD**

City of McAllen

McAllen Holiday Parade Presented by La Plaza Mall

**SILVER**

City of Allen, Parks & Recreation Dept.  
Market Street Allen USA Celebration

**Best New Sponsorship Program**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Sponsorship Program for Individual Sponsor**

Budget: Under \$75,000

**GOLD**

City of McAllen

Fright Nite 5k

**Best Sponsorship Program for Individual Sponsor**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen

PalmFest International Folklife Celebration

**SILVER**

City of McAllen  
Forest Sculpture Trail



**Best Sponsorship Program for Individual Sponsor**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen

McAllen Holiday Parade Presented by La Plaza Mall

**Best Environmental Program**

Budget: Under \$75,000

**GOLD**

City of McAllen

Planta Nativa Festival 2016

**Best Environmental Program**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association

Fiesta Flambeau® Parade

**SILVER**

Georgetown CVB

Red Poppy Festival

**BRONZE**

Lufkin/Angelina County Chamber of Commerce

31st Annual Texas State Forest Festival

**Best Volunteer Program**

Budget: Under \$75,000

**GOLD**

City of Sugar Land

Cultural Kite Festival

**Best Volunteer Program**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association

Fiesta Flambeau® Parade

**SILVER**

City of McAllen

PalmFest International Folklife Celebration

**BRONZE**

Lufkin/Angelina County Chamber of Commerce

31st Annual Texas State Forest Festival

**Best Volunteer Program**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.

Main St. Fort Worth Arts Festival

**Best Educational Program**

Budget: Under \$75,000

**GOLD**

City of McAllen

Nature Speakers Series

**Best Educational Program**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce

31st Annual Texas State Forest Festival

**SILVER**

Fiesta Flambeau® Parade Association

Fiesta Flambeau® Parade

**Best Educational Program**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
American Historical Theatre George Washington Performance

**Best Event/Program to Benefit a Charity**

Budget: Under \$75,000

**GOLD**

City of Tomball  
Bugs, Brew & Barbeque

**Best Event/Program to Benefit a Charity**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Event/Program to Benefit a Charity**

Budget: Over \$750,000

**GOLD**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**Best Community Outreach Program**

Budget: Under \$75,000

**GOLD**

City of Bedford  
Old Bedford School Centennial Celebration

**SILVER**

City of Tomball

**Best Community Outreach Program**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Community Outreach Program**

Budget \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by la Plaza Mall

**Best Event within an Existing Festival**

Budget: Under \$75,000

**GOLD**

City of Tomball  
Holiday Lamp Post Stroll

**Best Event within an Existing Festival**

Budget: \$75,000-\$250,000

**GOLD**

Food & Vine Time Productions  
Wine & Food Week

**Best Event within an Existing Festival**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
Main Street Fest

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**BRONZE**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best New Event**

Budget: Under \$75,000

**GOLD**

City of McAllen  
Planta Nativa Festival 2016

**Best New Event**

Budget: \$75,000-\$250,000

**GOLD**

Food & Vine Time Productions  
Wine & Food Week

**Best Children's Program**

Budget: Under \$75,000

**GOLD**

City of McAllen  
Southern Exposures Youth Nature Photo Contest

**Best Children's Program**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Public Safety/Security Plan**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**BRONZE**

City of Grand Prairie Parks, Arts & Recreation Dept.  
Main Street Fest

**Best Public Safety/Security Plan**

Budget: Over \$750,000

**GOLD**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**SILVER**

Grapevine CVB  
Main Street Fest

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Press/Media Kit**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Press/Media Kit**

Budget \$250,000-\$750,000

**GOLD**

City of McAllen

McAllen Holiday Parade Presented by La Plaza Mall

**Best Press/Media Kit**

Budget: Over 750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Most Creative/Effective News Stunt**

Budget: \$250,000-\$750,000

**GOLD**

City of McAllen

McAllen Holiday Parade Presented by La Plaza Mall

**Most Creative/Effective News Stunt**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**SILVER**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Media Relations Campaign**

Budget: \$75,000-\$250,000

**GOLD**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best T-Shirt Design**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest

**SILVER**

City of McAllen  
36th Annual Golden Age Olympics

**BRONZE**

Nacogdoches County Chamber of Commerce  
Texas Blueberry Festival

**Best T-Shirt Design**

Budget: \$75,000-\$250,000

**GOLD**

Georgetown CVB  
Red Poppy Festival

**SILVER**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**BRONZE**

The City of Clute  
The Great Texas Mosquito Festival

**Best T-Shirt Design**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best T-Shirt Design**

Budget: Over \$750,000

**GOLD**

Downtown Fort Worth Initiatives, Inc.  
Main St. Fort Worth Arts Festival

**SILVER**

Grapevine CVB  
Main Street Fest

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Pin or Button**

Budget: Under \$75,000

**GOLD**

United San Antonio POW WOW, Inc.  
Celebration of Traditions POW WOW

**SILVER**

City of Bedford  
Old Bedford School Centennial Celebration

**BRONZE**

City of Mansfield  
Mansfield 125

**Best Pin or Button**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**Best Pin or Button**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Pin or Button**

Budget: Over \$750,000

**GOLD**

Fiesta San Antonio Commission  
Fiesta San Antonio

**SILVER**

San Antonio Conservation Society  
NIOSA

**BRONZE**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**Best Hat**

Budget: Under \$75,000

**GOLD**

City of Tomball

**Best Hat**

Budget: \$75,000-\$250,000

**GOLD**

City of McAllen  
McAllen International CarFest

**Best Hat**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Hat**

Budget: Over \$750,000

**GOLD**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**Best Other Merchandise**

Budget: Under \$75,000

**GOLD**

George West Storyfest Association  
George West Storyfest – Fan

**SILVER**

George West Storyfest Association  
George West Storyfest- Koozie

**BRONZE**

George West Storyfest Association  
George West Storyfest – Jar Opener

**Best Other Merchandise**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau®

**SILVER**

Plano Balloon Festival, Inc.  
Plano Balloon Festival Run Series/Half Marathon, 5K, & 1K Fun Run

**BRONZE**

City of Mansfield  
Rockin 4th of July

**Best Other Merchandise**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Other Merchandise**

Budget: Over \$750,000

**GOLD**

St. Mary's University Alumni Association  
Fiesta Oyster Bake

**SILVER**

Fiesta San Antonio Commission  
Fiesta San Antonio

**BRONZE**

Washington's Birthday Celebration Association  
WBCA Jalapeño Festival Sponsored by La Costeña

**Best Miscellaneous Clothing**

Budget: Under \$75,000

**GOLD**

Town of Flower Mound  
Flower Mound Dorothy's Dash

**SILVER**

City of Mansfield  
Winter Walk

**Best Miscellaneous Clothing**

Budget: \$75,000-\$250,000

**GOLD**

City of Waco Parks & Recreation  
Waco Wonderland

**SILVER**

Plano Balloon Festival, Inc.  
Plano Balloon Festival Run Series/Half Marathon, 5K, & 1K Fun Run

**Best Miscellaneous Clothing**

Budget: Under \$250,000-\$750,000

**GOLD**

City of McAllen  
McAllen Holiday Parade Presented by La Plaza Mall

**SILVER**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Miscellaneous Clothing**

Budget: Over \$750,000

**GOLD**

Washington's Birthday Celebration Association  
WBCA Pipes & Stripes Car Show Sponsored by VitalMed Urgent Care

**Best New Merchandise**

Budget: Under \$75,000

**GOLD**

City of Mansfield  
Mansfield 125

**SILVER**

City of Tomball  
Bunny Run 2016

**Best New Merchandise**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**Best New Merchandise**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best New Merchandise**

Budget: Over \$750,000

**GOLD**

Fiesta San Antonio Commission  
Fiesta San Antonio

**Best Sponsor Gift**

Budget: Under \$75,000

**GOLD**

City of Mansfield  
Mansfield 125

**Best Sponsor Gift**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**Best Sponsor Gift**

Budget: Under \$250,000-\$750,000

**GOLD**

San Jacinto Day Foundation  
Pasadena Strawberry Festival

**Best Mascot**

Budget: Under \$75,000

**GOLD**

City of Tomball  
Dusty Trails

**Best Mascot**

Budget: \$75,000-\$250,000

**GOLD**

Fiesta Flambeau® Parade Association  
Fiesta Flambeau® Parade

**SILVER**

City of McAllen  
PalmFest International Folklife Celebration

**BRONZE**

Lufkin/Angelina County Chamber of Commerce  
31st Annual Texas State Forest Festival

**Best Mascot**

Budget: Over \$750,000

**GOLD**

Poteet Strawberry Festival Association  
Poteet Strawberry Festival

**SILVER**

Washington's Birthday Celebration Association  
119th Washington's Birthday Celebration

**Best Direct Mail Piece or Brochure**

Budget: Over \$750,000

**GOLD**

Grapevine CVB  
GrapeFest