

Marketing and Communications Call for Entries



Awards of Excellence

The Texas Association of Fairs & Events Award of Excellence Competition recognizes fairs, festivals, cities, counties, and events across the state for outstanding promotions and superior examples of promotional and media initiatives. If you have produced or coordinated outstanding marketing programs, share them with your colleagues from around the state and gain the recognition your fair or event deserves. TAFE Marketing and Communications Awards allow members to learn from one another and share great ideas while also providing an opportunity to recognize the efforts of the staff, sponsors, volunteers, and supporters who make our fairs and events possible. All Entries will be divided into 6 attendance categories.

WINNERS

The 2021 entries will be announced at the 2022 TAFE Annual Convention and Trade Show on January 6-8, 2022, at the Galveston Convention Center, Galveston, TX.

JUDGING

A pool of judges will be assembled representing professionals in the areas of promotions, public relations, advertising, media relations and fair and festival planning and management. Judges' decisions are final.

RULES FOR ELIGIBILITY

- Entries must be submitted by TAFE members in good standing.
- Entries must have been produced and used for the first time between **October 31, 2020 and October 27, 2021**.
- Entries will be limited to one item per category.
- **Any embellished entries will be disqualified. NO REFUNDS on disqualified entries.**
- Entries must be submitted individually, in compliance with the respective category requirements.
- A fee must be paid for each entry as follows: \$15
- **Judges decisions are final**
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ENTRY PROCEDURE

1. Choose the categories you wish to enter.
2. Submit entries through online portal. Link can be found on TAFE website.
3. **Pay by mail, or Online through PayPal**

Payment Mailing Address: 1730 North Richmond Rd. Wharton, TX 77488

QUESTIONS

If you have any questions about your award entries, please contact Tammy Dooley, tdooley@granbury.org
Or Contact

TAF&E (979)532-9141 texasfairsandevents@gmail.com

ENTRIES MUST BE SUBMITTED BY FRIDAY, NOVEMBER 12, 2021

There will be an Entry Display Area at the Convention for those entries wishing to display their submissions during the convention. We invite you to bring up to 10 of your entries to be displayed. Contact Tammy Dooley tdooley@granbury.org or 254-897-9533 to reserve your space. We will also have a special award for the BEST Convention Marketing Award Convention Display. This is a time to Show Off your great work!

Best Overall Award

Submit the entire Best Overall Award Entry electronically within one pdf or a pdf by section (Sections I. (a.—j.) and Sections II. (a.—k.) Requirements listed below.

Points will be awarded to the individual sections of your entry. In addition to the overall judges' criteria points. Points awarded are listed below.

I. Introductory Information: (20 points)

Within a maximum of 4 pages (total), provide an overview of your fair, festival, or event's:

- a. Fair/Festival/Event Date (s)
- b. Purpose/Mission
- c. History/Description of the Fair/Festival/Event
- d. Types of activities included under the fair/festival/event umbrella
- e. Overall revenue and expense budget
- f. Estimated Economic Impact
- g. Attendance Numbers & Demographics
- h. Staffing Numbers and Positions
- i. Volunteer count & Demographics
- j. Founding/Incorporating date and management system (i.e. 501(c)3 non-profit staff and volunteer board; city man-aged; profit-making partnership, etc.)

II. Additional Requirements: (40 points)

Include a detailed overview of EACH element of your fair, festival or event listed below, using no more than 2 pages per section. Make each section a separate tab in your notebook for the judges to clearly identify them. If your fair, festival, or event does not include one or more of the elements listed below, please provide an overview statement as to why your fair, festival or event does not include that element so as not to lose points.

- a. Promotional & Marketing Campaign (What was your overall message/slogan/image that you projected for your event this year?)
- b. Media Outreach (What was your target population, who received the message, what types of mediums did you utilize and who promoted your message)
- c. Website / Social Media / Multi-Media Programs
- d. Sponsor Program (Provide an overview of your overall sponsorship program – how many sponsors, who are they and what do they sponsor and total sponsorship funds.)
- e. Community Outreach Programs (such as environmental, educational, children's, charity etc.)
- f. Volunteer Program
- g. Merchandise Program
- h. Descriptions of any other Special Programs unique to your event.
- i. Competitive Events and/or Program
- j. Creative Arts Events and/or Program
- k. Agricultural Events and/or Program

III. 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 fair, festival or event from the year before? Were the updates/changes successful? Please provide measurable results/examples.

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

2. What makes the fair, festival or event stand out as a state-wide recognized entity?

3. Why should the fair, festival or event win the Best Overall Award?

IV. Supporting Materials: (20 points)

Within a MAXIMUM of 10 pages, provide any supporting material in this section of your entry.

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?

Additional Notes:

1. 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.

2. Entries submitted without all requirements satisfied may be deemed ineligible and may not be considered. Entry fees will not be refunded.

3. Members submitting entries for Best Overall Award must register at least one person for the 2022 Texas Association of Fairs & Events Convention & Trade Show in Galveston, Texas or arrange for a representative to accept any award on your behalf.

Please note: 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.

*During the convention, please display your Best Overall Award entry within one Notebook or Bound Material. This is not part of the scoring process. It is an opportunity to showcase your work.

Marketing and Communications Entry Categories

Category 1-Printed Materials

Single Page Entries

Criteria: Selection is based on clarity of message; design and layout; creativity or uniqueness; and overall appeal of each entry. **Submission instructions:** Submit a pdf for each of the following through the entry portal. **All entries must be submitted in original format.**

1. Best Newspaper Ad — Black and white
2. Best Newspaper Ad — Color
3. Best Magazine Ad — Color or B&W
4. Best Program/Brochure/Flyer — Four or more colors
5. Best Promotional Advertising — Outdoor
6. Best Event Poster
7. Best Photo - Show us your best photograph that captures and depicts an overall feel of the fair/event's brand or mission.

Bound/Multiple-Page Entries

Criteria: Selection is based on clarity of message; design and layout; creativity or uniqueness; organization; and overall appeal of each entry. **Submission instructions:** Submit a pdf for each of the following through the entry portal.

8. Best Newspaper Insert/Supplement
9. Best Premium Book
10. Best Media Guide/Press Kit
11. Best Miscellaneous Multi-Page Materials (includes direct mail, cookbooks, annual reports, etc.) (use form to explain, attach to entry)

Category 2-Broadcast

Criteria: Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression.

Television

Submission instructions: Submit TV entry through the portal link.

12. Best TV Commercial (one paid advertising commercial, :30 standard)
13. Best Live News Coverage (live)-best live TV news coverage on-site depicting your fair or event.
14. Best News Coverage (recorded or studio)-best TV news story or in studio interview of your event.

Radio

Submission instructions: Submit Radio entry through the portal link.

15. Best Radio Commercial (one paid advertising commercial, :30 or :60)

Category 3-Multimedia

Criteria: Selection is based on the entry communicating the image of and pertinent information related to the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Noted by each category below.

16. Best Website—Submit URL of a working website.
17. Best Specialty Video (i.e.: YouTube, Video Clip embedded in website, Social Media)-Submit through entry portal.
18. Best E-Newsletter or Email Blast — At least one issue of newsletter submitted in a pdf format through entry portal or a pdf of an electronic email blast.

Category 4-Social Media

Criteria: Selection is based on the entry communicating the image of and pertinent information related to the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Submit a photo of entry through the entry portal.

19. Best Social Media Photograph (from a social media platform: Snapchat, Instagram, Twitter, or Facebook) One photo from the fair's social media campaign or a guest that tagged your event. Social branding must be included-not just a photo. i.e., a shot that captures the fair's mission, action, and defining moment.
20. Best Social Media Campaign (explain overall campaign-how sold to sponsor if applicable, and results) To clarify, this is a variety of posts (two or more) of your social media campaign that have a consistent message to help brand or promote your fair/event through a series of pictures or video postings. Can include hashtags as well as Facebook live videos.

Category 5-Advertising Specialty/Merchandise

Submission instructions: Submit a photo of entry through the entry portal.

21. Best T-Shirt Design
22. Best Pin, Badge or Button (**one** pin, badge, OR button)
23. Best Other Merchandise

Category 6-Community Relations

Submission instructions: Submit a pdf through entry portal. Include photos of how the program worked, including the printed materials, signage, promotions, and merchandising (if applicable).

24. Best Agricultural Education Program-best spotlight of Agricultural Awareness through social media
25. Best Scholarship Program-best spotlight of scholarship program depicted on social media
26. Best Community Program-(new to event for Oct. 31, 2020, through Oct. 27, 2021)
27. Best Gate Promotion (coat drives, food drives, etc.) -(new to event for Oct. 31, 2020, through Oct. 27, 2021)
28. Best New Program-(new to event for Oct. 31, 2020, through Oct. 27, 2021)

Category 7-Sponsorship

Criteria: Professional content, creativity, measurable results, and overall appeal. **Submission instructions:** Submit a pdf of entry through the entry portal.

29. Best Overall Sponsorship Program
30. Best Follow-Up Sponsorship Program

Category 8-COVID-19

31. Best Announcement (most creative announcement to cancel or modify event)
32. Best Reimagined Event (crawfish boil to a drive through pick-up event)
33. Best Fundraising event (how event raised money)
34. Best use of Social Media (signal post or series of posts)
35. Best Community Outreach (how your organization best assisted your community during COVID-19)
36. Best Modified Schedule Recognition (best altered schedule-for example fair went from 28 events to 2)

ASSOCIATE MEMBER (Vendors and/or Suppliers) AWARD CATEGORIES:

For TAFE Associate Members only.

Criteria: Selection is based on clarity of message; design and layout; creativity or uniqueness; and overall appeal of each entry.

Submission instructions: Submit through entry portal.

- A1. Best Direct Mail Piece
- A2. Best Company Image Piece
- A3. Best Single Display Ad
- A4. Best Miscellaneous Item
- A5. Best Online Ad
- A6. Best Social Media Posts/Campaign
- A7. Best Email Campaign or Eblast
- A8. Best of Associate Member

(Based on the Associate Member who wins the most First Place awards of the 7 categories above)