

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 2023 entries will be announced at the 2024 TAFE Annual Convention and Trade Show on January 4-6, 2024, 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 open Sept. 1, 2023. Entries close Oct. 31, 2023.](#)
- Entries must have been produced and used for the first time between **Sept. 1, 2022 and October 31, 2023.**
- 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**

Entries submitted incorrectly may be disqualified and not refunded. TAFE is not responsible for incorrect entry submissions.

How To Submit Entry for Awards

- Change quantity next to the category you would like to submit (note you can only submit one award at a time, once done with first then come back to this page to continue submitting) then click on ENTER NOW
- Complete all necessary fields on entry form page pertaining to the award you are submitting. (If submitting for 1. Best Newspaper Ad- Black & White, then complete all of Section 1, Section 2, and under Section 3 only under Category 1. Repeat this process for each entry submission)
- Once all information is entered on form, click submit on form and your entry will go to the shopping cart.
- If you have more award entries to submit, continue shopping and come back to this page to continue the process.
- When you have submitted all entries, go to your shopping cart, and CHECK OUT to complete payment process.

QUESTIONS

If you have any questions about your award entries, please contact
Tammy Dooley, Marketing Awards Chair tdooley@granbury.org
or Darlene Lively, TAF&E (832) 990-1332 texasfairsandevents@gmail.com
To mail payments: TAFE P.O. Box 12170 College Station, TX 77842

Attendance Category

Event Attendance Per Category

- Under 50,000
- 50,001-100,000
- 100,001-250,000
- 250,001-500,000

ENTRY DATES: MUST BE SUBMITTED BY TUESDAY, October 31, 2023. 11:00pm.

Exciting News, Entries OPEN FRIDAY, September 1, 2023. An EXTRA FULL MONTH! This is a time to Show Off your great work! **61 Days** to Show Off Who You Are and How Great Your Event Is! Make your team proud of what they have accomplished!

Back by Popular Demand! We have had great success with the **BEST Convention Marketing Award - Convention Display!** There will be an Entry Display Area at the Convention Center 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, decorate your space and be creative. Entries will each be given a 6ft. table (and space) for their display. Please stay within your 6X6 space as you decorate. This category will not be included in scoring for Best Overall Award. Over the top is fine! (Category 9, Entry 33)

Best Overall Award

ALL NEW FORMAT! The Best Overall Award will now be scored on a compilation of 1) Total Number of Entries. 2) Total First Place Awards 3) Total Second Place Awards. The most ***winningest*** fair/event will be selected **BEST OVERALL, by size of event category!**

Judging Criteria

Based on numbers of entries and total awards won scoring system. In the event of a tie. The head judge will make the final determination. Judges' decision is final. Awards entered incorrectly will not be scored.

Are you the best in the state? Get those entries in!

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) Under 2 minutes.
18. Best Specialty Video 2+ minutes or more.
19. 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.

20. 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.

21. 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.

- 22. Best T-Shirt Design
- 23. Best Pin, Badge, or Button (**one** pin, badge, OR button)
- 24. 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) along with screen shots of any awareness through social media.

- 25. Best Agricultural Education Program-best spotlight of Agricultural Awareness
- 26. Best Scholarship Program-best spotlight of scholarship program
- 27. Best Community Program
- 28. Best Gate Promotion
- 29. Best New Program

Category 7-Sponsorship

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

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

Category 8-Best Miscellaneous Marketing & Communications

Criteria: Selection is based on the entry communicating the image of the event, its brand, creativity or uniqueness and its overall impression. Can be print, broadcast, multimedia, social media, advertising/specialty merchandise, community relations, sponsorship or other marketing effort *that does NOT fit into another category*.

- 32. Best Miscellaneous Marketing

Category 9-Best Convention Display

- 33. Best Convention Display

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

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 Overall Associate Member

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

You are Invited!

“How to? Marketing Awards” **HAPPY HOUR ZOOM**. Meet and talk with a team of past marketing experts and past award winners. Hear their plans, ask questions and/or make suggestions! We especially encourage our Associate Members to join in on the fun. We offer eight categories for Associate Members to enter. If you have an interest in participating in “Happy Hour Zoom” please reach out to Tammy Dooley tdooley@granbury.org or 254-897-9533. To be updated on Zoom date. Or visit TAFE Website for details <https://www.texasfairs.com/p/-convention/ray-cammack-shows-awards-of-excellence>