

# Marketing and Communications



## Call for Entries

*Awards of Excellence*

The Texas Association of Fairs and Events Awards of Excellence Competition recognizes fairs, festivals and events 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. TAF&E's 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. TAFE assumes no liability for entries that are lost or damaged in shipping. Entries will be displayed, however, TAFE assumes no liability for entries that are lost, stolen, or damaged from the display area. Items not picked up will become property of TAFE and/or discarded.

### WINNERS

The 2017 entries will be displayed and announced at the 2018 TAF&E Annual Convention and Trade Show on January 4-7, 2018, at the Hill Country Hyatt Resort & Spa in San Antonio, Texas.

### 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 TAF&E members in good standing.
- Entries must have been produced and used for the first time between **October 26, 2016 and October 30, 2017**.
- Entries will be limited to one item per category.
- **Any embellished entries will be disqualified.**
- Print entries must be submitted in their original format (no copies).
- Entries must be submitted individually, in compliance with the respective category requirements. **Multiple entries mounted on one board will be disqualified.**
- **The entry form shall be completed and returned with entries. Entries shall be labeled (on the back) with a mailing label (handwritten or computer generated).**
- A fee must be paid for each entry as follows: \$ 30 for the Best Overall Award category and \$15 for **categories 2-46**.
- Judges decisions are final

### ENTRY PROCEDURE

1. Choose the categories you wish to enter.
2. **Fill out the entry form (front and back). Attach a label to the back of the entry.** Completed entry forms must accompany payment. Mail entry forms with payment and entry materials with form attached to:

#### State Fair of Texas

Briscoe Carpenter Livestock Center, 1403 Washington St., Dallas, TX 75210 (shipping address)  
P.O. Box 150009, Dallas, TX 75315 (US Postal Service address)

#### QUESTIONS

If you have any questions about your award entries, please contact Nanci Kimmey at [nkimmey@ntfair.com](mailto:nkimmey@ntfair.com)

**ENTRIES MUST BE RECEIVED BY TUESDAY, OCTOBER 31, 2017**

**Due to the SFT event-Entries will only be accepted from October 22-31.**

**ALL ENTRY MATERIALS MUST BE RECEIVED BY 5 P.M. (CST) ON TUESDAY, OCTOBER 31 AT THE STATE FAIR OF TEXAS OFFICE IN DALLAS, TEXAS. ENTRIES RECEIVED AFTER THE DEADLINE OR IN ANY OTHER LOCATION WILL NOT BE ACCEPTED OR JUDGED. ENTRY MATERIALS SUBMITTED ARE NOT GUARANTEED FOR RETURN.**

# Marketing and Communications

## Entry Categories

### Category 1-Best Overall

This category reflects TAF&E's number one, best overall award category in the Ray Cammack Shows Awards of Excellence in Marketing and Communications competition.

#### Category 1-Best Overall Award

- **Entry Submission Requirements:** SUBMIT ENTIRE AWARD ENTRY WITHIN ONE (1) BINDER OR BOUND MATERIAL.
- Photographs of promotional items are accepted in the binder.
- Please submit your entry in the order of the categories/questions listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

#### 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 managed; 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 binder in order 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:

- 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.
- Members submitting entries for Best Overall Award must register at least one person for the 2017 Texas Association of Fairs & Events Convention & Trade Show in San Antonio, 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.

## **Category 2-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:** Mount materials for each category 2-5 and 9 on black poster board or black foam board with a **1/2" to 1" border**. Entry #6 can be mounted on billboard mount or black poster board or black foam board. **Multiple category entries mounted on the same board will be disqualified as will embellished entries. Scrapbook type items will be disqualified.** Submit items 7-8 in a mailing tube (same tube). All entries must be submitted in original format.

2. Best Newspaper Ad — Black and white
3. Best Newspaper Ad — Color
4. Best Program/Brochure/Flyer — Interior three or fewer colors
5. Best Program/Brochure/Flyer — Four or more colors
6. Best Promotional Advertising — Outdoor
7. Best Promotional Poster
8. Best Commemorative Poster (new)
9. Best Miscellaneous Single Page Material

### **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 actual, non-mounted, materials for categories 12-14. Items can be bound, spiral bound or in a three ring binder. Entries 10—12 must be submitted in original format.

- 10 Best Newsletter
11. Best Newspaper Insert/Supplement
12. Best Premium Book
13. Best Media Guide/Press Kit
14. Best Miscellaneous Multi-Page Materials (includes direct mail, cookbooks, annual reports, etc.)

## Category 3-Broadcast

### Television

**Criteria:** Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Submit video entries on Flash Drives and label with the mailing label.

15. Best TV Promotion (paid advertising commercial)

16. Best TV/News Segment (non-paid recording of special TV broadcast or news segment) (new)

### Radio

**Criteria:** Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Submit radio entries on a flash drive and label with the mailing label.

17. Best Radio Commercial (paid advertising commercial)

18. Best Radio Promotion (non-paid recording of radio broadcast) (new)

## Category 4-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.

~~19. Best Website—Submit URL of a working website. All websites will be judged 30 days prior to event opening. No entries for 2017. Judging for the 2018 season will begin October 26, 2017 and close October 31, 2018. More information to follow.~~

20. Best Specialty Video (ie: YouTube, Video Clip embedded in website, Social Media)-Must be submitted on flash drive

21. Best New Media Platform (ie: Smart Phone App, Mobile Website) - One page description with photos.

22. Best E-Newsletter—At least three issues submitted on a flash drive in .pdf file format.

## Category 5-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. Entries 24—26 can include (but not required to include) Screen Savers, Live Web-Casts, Electronic Billboards, Specialty Electronic Billboards, i.e. car dealerships or sports stadiums. **Submission instructions:** Please follow specific instructions on each entry.

23. Best Photograph Series (can also include Snapchat or Instagram) (can be submitted in a three ring binder or on USB flash drive)

24. Best Social Media Promotion (can be submitted in a three ring binder or on USB flash drive)

25. Best Viral/Marketing Blitz (include reach and results, can be submitted in a three ring binder or on USB flash drive) (new)

26. Best Social Media Campaign (explain overall campaign-how sold to sponsor if applicable, and results. Can be submitted in a three ring binder or USB flash drive)

## Category 6-Advertising Specialty/Merchandise

**Submission instructions:** Submit each item with the entry form taped, pinned or tied to the item. Submit a one page description, with pictures, inserted into plastic sleeve, of how mascot is used for Entry #30. .

27. Best T-Shirt Design

28. Best Pin, Badge or Button (one pin, badge or button and no embellishments. No sets or pin series)

29. Best Other Merchandise

30. Best Mascot-a day in the life of your mascot (include community and event photos)

## Category 7-Community Relations

**Submission instructions:** Submit entries for items 31-37 in separate three-ring binders, report cover, or spiral bound with a detailed, typed description of the program, explaining the background of the project, its purpose/objectives and its overall effectiveness. Please include samples and/or photos of how the program worked, including the printed materials, signage, promotions, merchandising (if applicable) and measurable results.

31. Best Agricultural Education Program

32. Best Scholarship Program

33. Best Volunteer Program

34. Best Community Program (new)

35. Best Gate Promotion (coat drives, food drives, etc.) (new)

36. Best Environmental/Green Program

37. Best New Program (new to event for Oct. 26, 2016 through Oct. 30, 2017) (new)

## **Category 8-Sponsorship**

**Criteria:** Professional content, creativity, measurable results and overall appeal. **Submission instructions:** Submit a three-ring binder, report cover, or spiral bound with a written description of the presentation, effectiveness and any necessary explanation and/or supporting materials.

- 38. Best Overall Sponsorship Program
- 39. Best Follow-Up Sponsorship Program (new)

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

For TAF&E 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:** Mount entries for items 40-46 on black poster board or black foam board with no more than a 1/2" to 1" border, if applicable. Entry 43, 45 and 46 may be in a three ring binder or on a flash drive if desired.

Multiple category entries mounted on the same board will be disqualified.

- 40. Best Direct Mail Piece
- 41. Best Company Image Piece
- 42. Best Single Display Ad
- 43. Best Miscellaneous Item
- 44. Best Online Ad (new)
- 45. Best Social Media Posts/Campaign (new)
- 46. Best Email Campaign (new)

<p><b>Please Note: Award plaques not picked up at the convention will be mailed to the recipient at the recipient's expense.</b></p>
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