



**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)

Attn: Texas Association of Fairs & Events



*Award of Excellence*

**2017 Entry Form**

**Ray Cammack Shows**

**Award of Excellence for Marketing & Communications**

There is a \$30 fee for the Best Overall Category and a \$15 fee for each of the remaining categories entered. Follow the instructions on the call for entries form (page 1). **Entries that do not follow entry instructions will be disqualified. Judges decisions are final.** Send entries to the above address.

For questions contact Nanci Kimmey nkimmey@ntfair.com.

**Fair, Festival, Event Information**

Organization \_\_\_\_\_

Name of Event \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Event's Overall Attendance:

Under 50,000    50,001-100,000    100,001-250,000    250,001-500,000    500,000-1 Million    Over 1 Million

**Payment Information-Payable to Texas Association of Fairs & Events (TAFE)**

Best Overall award entry \$30

Number of award entries x \$15.00 each

\$\_\_\_\_\_ (Total amount due)

Payment Method:

Check (check #\_\_\_\_\_)

Credit Card    Visa    MasterCard    Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

**Entries Must Be Received by Tuesday, October 31, 2017**

**Over for Entry Information**

1. Overall Award	\$30	
2. Best Newspaper Ad-B&W	\$15	
3. Best Newspaper Ad-Color	\$15	
4. Best Program/Brochure/Flyer-Three or fewer colors <b>(last year for this)</b>	\$15	
5. Best Program/Brochure/Flyer-Four color	\$15	
6. Best Promotional Advertising-Outdoor	\$15	
7. Best Promotional Poster	\$15	
8. Best Commemorative Poster (new)	\$15	
9. Best Miscellaneous Single Page Material	\$15	
10. Best Newsletter	\$15	
11. Best Newspaper Insert/Supplement	\$15	
12. Best Premium Book	\$15	
13. Best Media Guide/Press Kit	\$15	
14. Best Miscellaneous Multi-Page Material	\$15	
15. Best TV Promotion-TV Commercial	\$15	
16. Best TV News Segment <b>(new)</b>	\$15	
17. Best Radio Commercial	\$15	
18. Best Radio Promotion <b>(new)</b>	\$15	
19. Best Website judged (10-30 days prior to event)-Not for the 2017 season	\$15	
20. Best Specialty Video	\$15	
21. Best New Media Platform	\$15	
22. Best E-Newsletter	\$15	
23. Best Photograph Series (Snapchat or Instagram) <b>(new)</b>	\$15	
24. Best Social Media Promotion	\$15	
25. Best Viral/Marketing Blitz	\$15	
26. Best Social Media Campaign	\$15	
27. Best T-Shirt Design	\$15	
28. Best Pin, Badge or Button	\$15	
29. Best Other Merchandise	\$15	
30. Best Mascot	\$15	
31. Best Agricultural Education Program	\$15	
32. Best Scholarship Program	\$15	
33. Best Volunteer Program	\$15	
34. Best Community Program <b>(new)</b>	\$15	
35. Best Gate Promotion <b>(new)</b>	\$15	
36. Best Environmental/Green Program	\$15	
37. Best New Program <b>(new)</b>	\$15	
38. Best Sponsorship Program	\$15	
39. Best Follow-Up Sponsorship Program <b>(new)</b>	\$15	
Entry Totals	\$	