

Category Name	Budget	Organization	Event Name
Best TV Promotion (ad spot or PSA)	Under 75,000	City of Allen	SNAP Dance
Best TV Promotion (ad spot or PSA)	\$75,000 - \$250,000	Waco Parks & Recreation	Brazos Nights Concert Series
Best TV Promotion (ad spot or PSA)	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best TV Promotion (ad spot or PSA)	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Full-Length TV Program	\$75,000 - \$250,000	Downtown Fort Worth Initiatives Inc	Chesapeake Energy Parade of Lights
Best Full-Length TV Program	\$250,000 - \$750,000	San Jacinto Day Foundation	Pasadena Strawberry Festival
Best Full-Length TV Program	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Event Video	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Best Event Video	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Event Video	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Radio Promotion	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Radio Promotion	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Best Radio Promotion	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Radio Promotion	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Event Website	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Event Website	\$75,000 - \$250,000	Downtown Fort Worth Initiatives Inc.	Chesapeake Energy Parade of Lights
Best Event Website	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival

Best Event Website	Over \$750,000	Downtown Fort Worth Initiatives Inc.	MAIN St. Ft. Worth Arts Festival
Best Organization Website	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Organization Website	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Organization Website	Over \$750,000	Valero Alamo Bowl	Valero Alamo Bowl
Best Event/Organization E-Newsletter	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Event/Organization E-Newsletter	Over \$750,000	Valero Alamo Bowl	Valero Alamo Bowl
Best Misc. Multimedia	Under \$75,000	George West Storyfest Association	George West Storyfest
Best Misc. Multimedia	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Social Media	Under \$75,000	City of Tomball	Tomball Texan For Fun!
Best Social Media	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Social Media	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Social Media	Over \$750,000	Valero Alamo Bowl	Valero Alamo Bowl
Best Festival/Event Mobile App	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Best Festival/Event Mobile App	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Festival/Event Mobile App	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Event Program(3 or less colors)	Under \$75,000	San Antonino Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Event Program(3 or less colors)	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration

Best Event Program (4 or more colors)	Under \$75,000	Longview Chamber of Commerce	East Texas Outdoor Expo
Best Event Program (4 or more colors)	\$75,000 - \$250,000	Lubbock Arts Alliance	Lubbock Arts Festival
Best Event Program (4 or more colors)	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Event Program (4 or more colors)	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best Newspaper Insert/Supplement	Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
Best Newspaper Insert/Supplement	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Newspaper Insert/Supplement	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Newspaper Insert/Supplement	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Promotional Brochure	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Promotional Brochure	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Promotional Brochure	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best Event/Organization Newsletter	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Event/Organization Newsletter	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Miscellaneous Printed Material - Multipage	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Miscellaneous Printed Material - Multipage	\$75,000 - \$250,000	City of Clute	Great Texas Mosquito Festival
Best Miscellaneous Printed Material - Multipage	\$250,000 - \$750,000	Borderfest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Miscellaneous Printed Material - Multipage	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo

Best Promotional Poster	Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
Best Promotional Poster	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Promotional Poster	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Promotional Poster	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
Best Commemorative Poster	Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
Best Commemorative Poster	\$75,000 - \$250,000	Fiesta Flambeau Parade Association	Fiesta Flambeau Parade
Best Commemorative Poster	Over \$750,000	Grapevine CVB	Grapefest
<b>BREAK</b>			
Best Cover Design	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Cover Design	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Cover Design	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Cover Design	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Single Newspaper Display Ad	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Single Newspaper Display Ad	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Single Newspaper Display Ad	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Single Newspaper Display Ad	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Single Magazine Display Ad	Under \$75,000	George West Storyfest Association	George West Storyfest
Best Single Magazine Display Ad	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Single Magazine Display Ad	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft

Best Single Magazine Display Ad	Over \$750,000	Downtown Fort Worth Initiatives Inc.	MAIN St. Ft. Worth Arts Festival
Best Ad Series	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Ad Series	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Event Photograph	Under \$75,000	Fiesta San Antonio Commission	Fiesta Fiesta at the Alamo
Best Event Photograph	\$75,000 - \$250,000	City of Allen	Tom Thumb Texas Stampede
Best Event Photograph	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Event Photograph	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best Miscellaneous Printed Material - Single Page	Under \$75,000	Longview Chamber of Commerce	East Texas Outdoor Expo
Best Miscellaneous Printed Material - Single Page	\$250,000 - \$750,000	Plano Balloon Festival	In Touch Credit Union Plano Balloon Festival
Best Miscellaneous Printed Material - Single Page	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration - Jalapeno Festival
Best Billboard	Under \$75,000	George West Storyfest Association	George West Storyfest
Best Billboard	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Billboard	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Billboard	Over \$750,000	Downtown Fort Worth Initiatives Inc.	MAIN St. Ft. Worth Arts Festival
Best Event Invitation	Under \$75,000	Longview Chamber of Commerce	East Texas Outdoor Expo
Best Event Invitation	\$75,000 - \$250,000	Fiesta Flambeau Parade Association	Fiesta Flambeau Parade
Best Event Invitation	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Event Invitation	Over \$750,000	Grapevine CVB	Main Street Days

Best Street Banner	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Best Street Banner	\$75,000 - \$250,000	Longview Chamber of Commerce	Alleyfest
Best Street Banner	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Street Banner	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Sponsor Solicitation Video	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Sponsor Solicitation Video	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Sponsorship Solicitation Package	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Best Sponsorship Solicitation Package	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Sponsorship Solicitation Package	Over \$750,000	Downtown Fort Worth Initiatives Inc.	MAIN St. Fort Worth Arts Festival
Best Sponsor Follow-Up Report	\$75,000 - \$250,000	City of Waco	Brazos Nights Concert Series
Best Sponsor Follow-Up Report	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Sponsor Follow-Up Report	Over \$750,000	Downtown Fort Worth Initiatives	MAIN St. Fort Worth Arts Festival
Best Sponsor	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Single New Sponsorship Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Overall Sponsorship Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft

Best Sponsorship Program for Individual Sponsor	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Volunteer Program	\$75,000 - \$250,000	Lufkin/Angelina County Chamber of Commerce	Texas State Forest Festival
Best Volunteer Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Educational Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Educational Program	Under \$75,000	George West Storyfest Association	George West Storyfest
Best Event/Program to Benefit a Charity	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Event/Program to Benefit a Charity	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Event/Program to Benefit a Charity	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
Best Community Outreach Program	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Community Outreach Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Community Outreach Program	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best New Promotion	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Event within an Existing Festival	Under \$75,000	Fiesta San Antonio Commission	Fiesta Fiesta at the Alamo
Best Event within an Existing Festival	Over \$750,000	Grapevine CVB	Grapefest
Best New Event	Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
Best New Event	\$75,000 - \$250,000	City of Allen	Lone Star Conference Tournament

Best New Event	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best New Event	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Children's Program	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Children's Program	Over \$750,000	Grapevine CVB	Main Street Days
Best Public Safety/Security Plan	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
Best Press/Media Kit	Over \$750,000	Houston Livestock Show & Rode	Houston Livestock Show & Rodeo
Most Creative/Effective New Stunt	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
<b>BREAK</b>			
Best T-Shirt Design	Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
Best T-Shirt Design	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best T-Shirt Design	\$250,000 - \$750,000	San Jacinto Day Foundation	Pasadena Strawberry Festival
Best T-Shirt Design	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best Pin or Button	Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
Best Pin or Button	\$75,000 - \$250,000	Fiesta Flambeau Parade Association	Fiesta Flambeau Parade
Best Pin or Button	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Pin or Button	Over \$750,000	San Antonio Conservation Society	A Night In Old San Antonio



Best Hat	Under \$75,000	City of Tomball	Bugs, Brew & Barbecue
Best Hat	\$75,000 - \$250,000	Longview Chamber of Commerce	Alleyfest
Best Hat	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Hat	Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
Best Other Merchandise	Under \$75,000	Grapevine CVB	New Vintage Wine & Gallery Trail
Best Other Merchandise	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Other Merchandise	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Best Other Merchandise	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best Miscellaneous Clothing	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Best Miscellaneous Clothing	\$250,000 - \$750,000	San Jacinto Day Foundation	Pasadena Strawberry Festival
Best Miscellaneous Clothing	Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
Best New Merchandise	Under \$75,000	The Buzzard Bar Cooking Team	The Buzzard Bar Cooking Team
Best New Merchandise	\$75,000 - \$250,000	Fiesta Flambeau Parade Association	Fiesta Flambeau Parade
Best New Merchandise	\$250,000 - \$750,000	San Jacinto Day Foundation	Pasadena Strawberry Festival
Best New Merchandise	Over \$750,000	Houston Livestock Show & Rodeo	Houston Livestock Show & Rodeo
Best Mascot	Under \$75,000	City of Tomball	Rusty Rails
Best Mascot	\$75,000 - \$250,000	Texas State Forest Festival	Big Jake
Best Mascot	\$250,000 - \$750,000	BorderFest Association	Pepper
Best Mascot	Over \$750,000	Washington's Birthday Celebration Association	Pepe Jalapeno, Holly Pena & Andy the Aviator

Best Single Display Ad	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday's Celebration
Best Company Image Pieces	Under \$75,000	The Buzzard Bar Cooking Team	
Best Company Image Pieces	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Best Company Image Pieces	\$250,000 - \$750,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
Best Company Image Pieces	Over \$750,000	Washington's Birthday Celebration Association	Washington's Birthday Celebration
Best Vendor/Supplier	\$75,000 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Festival
Zenith Award	Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
Zenith Award	\$75,000 - \$250,000	BorderFest Association	Festival of Lights
Zenith Award	\$250,000 - \$750,000	BorderFest Association	BorderFest "Celebration England" Proudly Presented by Kraft
Zenith Award	Over \$750,000	Downtown Fort Worth Initiatives Inc.	MAIN St. Forth Worth Arts Festival