

ShowFest Excellence Awards 2019

The 2019 ShowFest Awards Committee is excited to offer this year's **ShowFest Excellence Awards** to members of the North Carolina Association of Festival & Events.

Awards are part of the industry's reward and recognition programs. The ShowFest Excellence Awards are a long standing tradition of highlighting the best and brightest of festivals, events and associates across the Carolinas. Our full membership is dedicated to identifying the professionals that raise the bar and provide outstanding examples. We also use this program as a way to set new goals and standards for the profession. We can all learn from each other and give a hardy round of applause to those who distinguish themselves with great work.

While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look within our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition.

Questions? Contact the Awards Committee:

NCAF&E Office info@ncfestivals.com 1-877-NC FESTS
Abby Nelson anelson@ci.morganton.nc.us
Amanda Justice director@uncorkduplin.com

Hints for Submitting Nominations:

- Award entries will be accepted **on-site** at the University Hilton on Saturday, February 9 from 3 p.m.-5 p.m. and on Sunday, February 10 from 9:00 a.m.-10:00 a.m. in the Welwyn room adjacent to the conference registration area. Awards can also be shipped in advance to the NCAF&E Office at 337 Dixon Street, Lexington, NC 27292 or mailed to P.O. Box 1642, Lexington, NC 27293.
- Shipped & mailed entries **must be received** by **February 1, 2019**
- Event of the Year and Director of the Year entries must be received via e-mail to info@ncfestivals.com by 5:00 p.m. on **Jan 25, 2019**.
- When mailing multiple boxes of nominations, please label each box, for example: "Box 1 of 5" so the Awards Committee will be assured all your nominations have arrived safely.
- In recommendation letters, give details, tell the stories, and help the judges really understand the full impact of the situation. Brief is great for speeches and prayers, but not here – tell it all!
- Remember, for most categories, you do not have to be present to win – so everyone can enter!
- If your award submission is smaller than a sheet of paper, please place it in an 8 ½ x 11 protective sleeve and attach it to the form - this helps us keep track of the smaller items.
- If your award submission can be duplicated, ex: letters, mass produced merchandise, schedules, and printed materials, please do not ask for them to be returned.
- If you have unique items, that you do need returned, pick up those pieces after the luncheon. We like to display the winners and unique items during the luncheon. We know everyone is in a hurry to pack, but please pick up entries on your way out.





ShowFest Excellence Awards

Volunteers & Door Prizes

A valuable part of the conference each year is seeing all of the award submissions. These examples of excellence spark ideas that motivate us and give us a chance to explore possibilities for our own events. The Awards Committee is seeking your help in having the display area open for as much of the conference as possible. Please volunteer to be an **Award Host** during the conference. Award Hosts will assist with set up and break down of award displays and monitor tables throughout the conference.

Note: Award Gallery will be open only if volunteers are available. No volunteers = closed gallery.

Yes, I will volunteer to be an Awards Gallery host.

Which date and shift can you volunteer?

Contact: _____

Event: _____

Email: _____

Phone: _____

___ Sunday, 3:00 pm – 4:30 pm – Gallery open

___ Sunday, 4:30 – 6:30 pm – Gallery open

___ Monday, 9:00 am – 11:00 am – Gallery open

___ Monday, 12:00 am – 2:00 pm – Awards Luncheon

___ Monday, 2:00 – 2:30 pm – Award Pick up

Sign up to volunteer by **Monday – February 4, 2019**



Door Prizes

One of the highlights of the Awards Luncheon is the possibility of going home with a FREEBIE! During the luncheon, the Awards Committee will give out numerous door prizes donated by associates, festivals and events from across both states. Please consider donating an item for this fun and festive conclusion of our conference. No item is too big or too small. You do not need to apply for an award to submit a door prize. Our goal is to have at least one item from every festival & event!

Please bring your door prize(s) to conference check-in. We would appreciate you letting us know if you plan to donate by emailing or faxing in your form **Monday, February 4, 2019**.

Yes, we will donate door prizes for the Awards Luncheon.

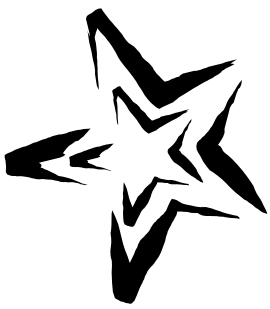
Event: _____

Contact: _____

Phone: _____

Email: _____

Item(s) we can donate:



ShowFest Excellence Awards

2019 Award Information

While most award categories lend to self-nomination, we encourage all members to consider others members whom are leaders in our field, especially in the new categories. Keep in mind, incomplete information will automatically disqualify the submission.

Overall Recognition: One winner will be selected for the following awards:

- 1. Event of the Year** – This award recognizes the most outstanding event or festival of the year. Do you deserve the title? Nominations must complete the award form. Along with the form, a maximum of six slides and event flyer/brochure can be submitted for review. The award form includes goals of the event, estimated attendance, paid staff size, volunteer base, schedule of events and overall budget range. **Please note: Event of the Year submissions will only be received electronically this year, and must be received via e-mail to info@ncfestivals.com by January 25th at 5:00pm ***Those applying for Event of the Year must have a representative from their organization attend the Annual Conference.**
- 2. Director of the Year** – This award recognizes excellence in event management. Nominees should have demonstrated leadership, competence, achievement, ethical standards and a strong commitment to the festival industry. Please include a description of the nominee's contributions to the festival industry, as well as to their particular festival or event. Submissions may be two pages typed maximum. **Please note: Director of the Year nominations will only be received electronically this year, and must be received via e-mail to info@ncfestivals.com by January 25th at 5:00pm ***Those applying for Director of the Year must have a representative from their organization attend the Annual Conference.**
- 3. Volunteer of the Year** - We are looking for that special person, or group, that was invaluable to the success of your festival or event. Please include a detailed description of what this person/group does to make your event a success and why you feel they deserve the award. Submissions may be one page typed maximum.
- 4. Sponsor of the Year** – This award is given to recognize the business, civic or service organization whose outstanding financial support and/or manpower to the festival/event sets an example for others in the community to follow. Please include a detailed description of what the sponsor has done for your event and why they deserve this award. Submissions may be one page typed maximum.
- 5. Supporting Member of the Year** – A supporting member, associate, or business, that provides a service or product to the festival and event industry, but is not directly engaged in the management of the event. This award is bestowed upon a NCFA&E member who has shown exceptional leadership and cooperation in assisting event staff to meet their goals. Please include a detailed description of what the member does to set themselves apart, and why they deserve this award. Submissions may be two pages typed maximum.
- 6. Rising Star Award** – This award is given to recognize new events or festivals less than 5 years old. We are seeking events that provide a unique experience for their community. Please include when the event started, the goal, focus or purpose of the event, a listing of the key partners for the event, overall budget amount, estimated attendance and summary of growth, and basic event information such as schedule, promotions and merchandise. Submissions may be two pages typed maximum.



7. **Green Award** – This award is given to recognize the event or festival that strives to reduce, recycle and reuse. Each year our events and festivals have a major impact on the environment. We are searching for the event that has made strides to minimize its footprint. Please include goals, strategies for reduction, changes for a lessened impact and results, and examples of how your event is “greener”. Submissions may be one page typed maximum.
8. **Best ShowFest Exhibitor** - During ShowFest, conference attendees will vote and select the people’s choice award, no entry required, all exhibitors are automatically nominated and eligible.

Event Recognition:

One winner will be chosen in the following categories:

9. **Best Press Kit** – includes printed and web based information; provide samples
10. **Best Non-Print Media** - TV, Radio, Newspaper, Internet or PSA; submit a CD containing file and written script in case of electronic incompatibility
11. **Best Event Photo** – color or black & white; photography only (*not computer generated/manipulated*)
12. **Best Sponsorship Packet** – includes printed and web based information; provide samples
13. **Best Event Website** – internet presence or social media; website must be live and have content to be judged. If your event has passed, please reactivate by January 25 for proper judging. Must submit printed copy of the web home page with web address for review.
14. **Best Supporting Member Website** - seeking nomination of NCAF&E best supporting or associate member that provides valuable information through the internet. Submissions should include distinct examples of how the internet presence helps planners or associates communicate details or make decisions regarding event planning. Must submit printed copy of the web home page with web address for review. Submissions may be one page typed maximum.
15. **Best Festival Social Media** - Examples of social media include, but are not limited to Facebook, Twitter, YouTube, webcasts, blogs, Instagram, Flickr, Smartphone App. If your event went viral or mobile, with one of these social platforms this past year, then take the screenshots and tell a brief story of how it was used, audience engagement, navigation ease, visual impact, original to event, and the impact on your festival. Please submit no more than three screenshot pages printed and stapled to the application with copy of web URL address (<http://>) or app download name. Each social media platform (Facebook or Twitter or App) is considered separate and will require separate applications and payments.

Three winners (small, medium, large) will be selected in the following categories:

*Small = Festival Overall Budget of \$50,000 or under

*Medium = Festival Overall Budget of \$50,000 - \$100,000

*Large = Festival Overall Budget \$100,000+

16. **Best Merchandise (S/M/L)** – pins, ornaments, cups, give away items, clothing (excluding t-shirts)



17. **Best Brochure (S/M/L)** – tri-fold, bi-fold, color or black & white; submit your best overall brochure

18. **Best Print Media (S/M/L)** – includes newspaper ad, magazine, billboard, flyers, handouts and additional print items such as programs, invitations, calendars, etc... (excluding brochures)

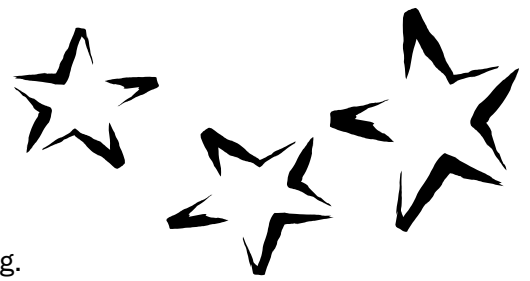
19. **Best Event Poster (S/M/L)** – any size or style including promotional, fine arts or graphic

20. **Best T-shirt (S/M/L)** – includes one or multi-color printed shirts

STUDENTS CHOICE AWARD— Students select from all the merchandise sent in from the festivals. Winner gets an award designated as “Students Choice Award” for Best Merchandise!

REQUIREMENT: Each organization must include a flash drive with the event logo(s) as well as a digital image(s) of the event, photograph, item or person that is being nominated in .jpeg, .gif or .pdf format. This is not in lieu of a hard copy but will be used in the award ceremony should the nomination be selected. Label flash drive with organization/event & place with master form.

2019 Award Information



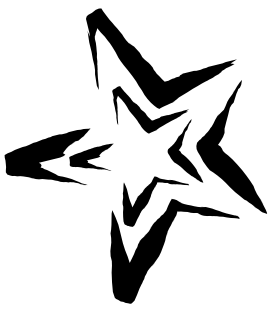
Eligibility & Entry Procedures

1. All nominees must be submitted by a NCAF&E member in good standing.
2. While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look within our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition. All nominations must be a member of NCAF&E.
3. Materials submitted must have been used for the first time between **Jan. 1 – Dec. 31, 2018**.
4. Each entry form must be completed in its entirety and accompanied by the **\$10 entry fee**.
5. Payment must be included with submission. Any entry without payment is considered incomplete and will not be reviewed by the judges. Payment for multiple entries may be made with one check. Make check payable to: NCAF&E.
6. Each item submitted must be on its own entry form.
7. Each individual item/entry must be clearly labeled and identified on the back of the item.
8. For ease of review, photos must be framed or mounted. Posters may be rolled or folded.
9. Entries must be submitted in their original format, no duplications, copies or proofs accepted.
10. The judges are volunteer professionals in the area of event planning, festival/fairs, promotions, graphics, tourism and public relations. Reviews of submissions are held prior to the conference and kept confidential.
11. Award Committee members are volunteers and approved by the executive board of NCAF&E.
12. Award Committee members may submit nominations, but members of their festival/event may. Having a member on the Award Committee does not exclude your event from awards, as the judging and review are done by volunteer professionals outside the association, not the Awards Committee.
13. The ShowFest Excellence Award winners will be announced during the ShowFest Conference Awards luncheon held on **Monday, February 11th from 12:00-2:00**. All winners are kept confidential until the luncheon. You do not need to be present to win. Winners will be posted on the NCAF&E websites after the conference.
14. Pick up of award entries is immediately following the Awards Luncheon. Winning entries are often displayed during the luncheon. Items may not be retrieved before the luncheon. Members may not discuss awards with committee members or volunteers regarding winners, as this breaks the confidentiality agreement.
15. Festival/Events may retrieve items submitted for review, but must leave the entry form with the Awards Committee for proper documentation and historical records.
16. Any items not retrieved by 2:30 pm on the final day of the conference become the property of NCAF&E and may be used for the benefit of either organization.
17. **REQUIREMENT: Each organization must include a flash drive with the event logo(s) as well as a digital image(s) of the event, photograph, item or person that is being nominated in .jpeg, .gif or .pdf format. This is not in lieu of a hard copy but will be used in the award ceremony should the nomination be selected. Label flash drive with organization/event & place with master form.**

Letters of Recommendation Reminders:

- ★ Letters should be detailed and include specific, stories and examples related to award category.
- ★ Due to the ease of duplication in our electronic society, letters of recommendation must be original and signed by the author. Electronic copies will not be accepted.
- ★ All letters are preferred to be typed and printed on letterhead verifying the letter's origination.
- ★ Letters should be attached to each entry form.





Showfest Excellence Awards 2019 Nomination

Event Name: _____

Contact Name: _____

Organization: _____

Mailing Address: _____

City State Zip

Phone: _____

Alternate Phone: _____

Email: _____

★ **Individual Awards:** (awards #2-5) Nominee Name: _____

Nominee Address: _____

Nominee Phone: _____

Nominee Email: _____

Letter of recommendation is attached.

Do you want your entry returned?

Yes No – **Please donate to the door prize collection.**

Note: Only items that cannot be duplicated will be considered for return. To keep the checkout quick & easy, any mass produced items, recommendation letters, giveaways, etc... will not be returned.

Payment Note: One check payment may cover several entries, but the check number must be included on each entry form for tracking and documentation.

If not bringing to the conference, please ship all entries **to arrive by Feb. 1** to: USPS: NCAF&E P.O. Box 1642, Lexington, NC 27293

UPS/Fed Ex: NCAF&E c/o Saintsing Services, Inc 337 Dixon Street, Lexington NC 27292

Select (✓) ONE Award Category:

- 1 - Event of the Year (*representative must attend conference*)
- 2 - Director of the Year
- 3 - Volunteer of the Year
- 4 - Sponsor of the Year
- 5 - Supporting Member of the Year
- 6 - Rising Star Award
- 7 - Green Award
- 8 - ShowFest Exhibitor - People's Choice
- 9 - Best Press Kit
- 10 - Best Non-Print Media
- 11 - Best Event Photo
- 12 - Best Sponsorship Packet
- 13 - Best Event Website
- 14 - Best Supporting Member Website
- 15 - Best Festival Social Media
- 16 - Best Merchandise S M L
- 17 - Best Brochure S M L
- 18 - Best Print Media S M L
- 19 - Best Event Poster S M L
- 20 - Best T-shirt S M L

Make checks payable to: **NCAF&E**

\$10 entry fee attached Check# _____

Mailed: 1 box Multiple boxes: _____

Donate Item or **Return Item**

Describe Item Attached:

(If item is smaller than this form, please place in an 8 1/2 x 11 protective sleeve and attach. This helps small items not be lost in packing materials.)

Date Rec'vd: _____

Notes:

ShowFest Excellence Awards

2019 – Event of the Year Nomination

<p>Nominations for Event of the Year must use this form for consideration. Information provided must be complete; missing or skipping information will automatically exclude consideration for award. You may adjust the boxes/space provided for each question, but the submission must remain at (2) pages max.</p> <p>***Event of the Year nominations must be submitted via e-mail to info@ncfestivals.com by January 25 at 5:00 p.m. Those applying for Event of the Year must have a representative from their organization attend the Annual Conference.</p> <p><i>Festival or Event:</i></p>		<p><i>Date of Event</i></p>
<p><i>Mission, purpose or general description of event:</i></p>		
<p><i>How many years has the event been held?</i></p>	<p><i>Board member size:</i></p>	
<p><i>Average Attendance:</i></p>	<p><i>Number of paid staff positions:</i></p>	
<p><i>Number of volunteers:</i></p>	<p><i>Overall Budget – check one</i></p> <ul style="list-style-type: none"><input type="checkbox"/> Small = Overall Budget of \$50,000 or under<input type="checkbox"/> Medium = Overall Budget of \$50,000 - \$100,000<input type="checkbox"/> Large = Overall Budget \$100,000 +	
<p><i>How does the event impact the community?</i></p>		
<p><i>Share about any special events:</i></p>		

What makes this festival/event unique?

Share about any special events or highlights added to the festival/event. Or, how the festival has changed/grown to adapt to new community needs.

Provide any additional information you would like the review committee to know about your festival/event.

Provide the following:

- Attach a schedule of events/brochure/ or program guide.
- Up to six slides submitted via e-mail to info@ncfestivals.com
- Completed EOY Nomination Form

Submitted by: _____ Title: _____