



# 2020 ShowFest NCAF&E Excellence Awards Form

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.

**Deadline for Overall Recognitions Thursday - January 9, 2020**

**On-site Deadline for all other categories: Saturday - January 25, 2020 5:00 p.m.**

**Shipping:** If not bringing to submit on-site at the conference, please ship all entries to arrive by Monday, January 20, 2020.

USPS: NCAF&E P.O. Box 1642, Lexington, NC 27293

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

**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.

Select (✓) ONE Award Category:

- 1 - Event of the Year
- 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 - NEW: Event Associated with an Event
- 8 - NEW: Best Children's Program
- 9 - NEW: Best Outreach Program
- 10 - Green Award
- 11 - Best Press Kit
- 12 - Best Non-Print Media
- 13 - Best Event Photo
- 14 - Best Sponsorship Packet
- 15 - Best Event Website
- 16 - Best Festival Social Media
- 17 - Best ShowFest Exhibitor
- 18 - Supporting Member Website
- 19 - Best Merchandise S M L
- 20 - Best Brochure S M L
- 21 - Best Print Media S M L
- 22 - Best Event Poster S M L
- 23 - Best T-shirt S M L
- 24 - Student Choice Award

\$10 entry fee attached

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

## 2020 Awards

The 2020 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](mailto:info@ncfestivals.com) 1-877-NC FESTS  
Abby Nelson [anelson@ci.morganton.nc.us](mailto:anelson@ci.morganton.nc.us)  
Amanda Justice [director@uncorkduplin.com](mailto:director@uncorkduplin.com)

### **How to Submit Nominations:**

- Deadline - Entry forms and letters of recommendation for all the **Overall Recognitions** awards must be emailed to the Awards Committee Chair as a PDF by the deadline **5:00 p.m. on Thursday, January 9, 2020**. Late entries will not be accepted. These awards will be reviewed and judged prior to the conference Event of the Year and Director of the Year entries must be received via e-mail to [info@ncfestivals.com](mailto:info@ncfestivals.com) by
- On-site deadline for all other recognitions is **5:00 p.m. on Saturday, January 25, 2020**. All entries must be submitted on Saturday, from 3 p.m.-5 p.m. in the identified Awards room near 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 the Friday prior to the conference beginning.
- 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.
- Entry closes at 5:00 pm on Saturday, January 25, 2020. Late award nominations will not be accepted.
- Awards judging and review will be held on site, Saturday evening 6:00 pm – 10:00 pm by nonpartisan judges.
- 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.

**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.

## 2020 ShowFest Excellence Awards

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 – *Deadline: Thursday- January 9, 2020 by 5:00 pm***

One winner will be chosen from the categories below. Overall event submissions will only be received electronically and will be reviewed in advance of the conference. All submissions must be received via e-mail or mailed USB drive to the Executive Director by the published deadline at: [info@ncfestivals.com](mailto:info@ncfestivals.com)

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: 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](mailto:info@ncfestivals.com) by January 9th at 5:00pm \*\*\*Those applying for Director of the Year must have a representative from their organization attend the Annual Conference.

3. **The “Besty Rosemann” Volunteer of the Year** – Named after long time member of NCFA&E, 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. The nominee must be 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 that are only 1-3 yrs 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. Previous winners may not re-apply. Photos and supporting materials are limited to 2 additional pages.
7. **NEW: Event Associated with an Event** – This award is given to recognize new events or activities held associated with an established event or as an event-within-an-event. We are seeking new events that provide additional unique experiences. Please include why and how the additional event was added. Include any key partners, additional expenditures, estimated participation and how the additions supported your overall events. Submissions may be one page typed maximum. Photos and supporting materials are limited to 2 additional pages.
8. **NEW: Best Children’s Program** – This is for festivals that have programming exclusively for children under 12 years of age. Please describe the purpose and objective of the program for children. Provide detailed description of how this idea came into fruition and how it was implemented. Submissions may be one page typed maximum. Photos and supporting materials are limited to 2 additional pages.
9. **NEW: Best Community Outreach Program** – For events and festivals that benefit or support a community initiative, raise awareness, raise funds that benefit a cause or hold additional programs for community outreach. This program may be held anytime throughout the year. It is not limited to your main event/festival. Provide detailed description of how this program supports the community, the purpose of the program, description of the cause or charity, how it was selected and how the program was implemented. Provide explanation of how the outreach ties into your main event/festival. Submissions may be one page typed maximum. Photos and supporting materials are limited to 2 additional pages.
10. **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. Photos and supporting materials are limited to 2 additional pages.

### **Event Recognition - Conference Deadline – Saturday - January 25, 2020 5 p.m.**

*One winner will be chosen in the following categories:*

11. **Best Press Kit** – includes printed and web based information, sample must be provided on site
12. **Best Non-Print Media** - TV, Radio, Newspaper, Internet or PSA; submit a CD containing file and written script in case of electronic incompatibility
13. **Best Event Photo** – color or black & white; photography only (*not computer generated/manipulated*)
14. **Best Sponsorship Packet** – includes printed and web based information, sample must be provided on site
15. **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.
16. **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.

### **Supporting Member Recognition - Conference Deadline – Sat. - January 25, 2020 5 p.m.**

*One winner will be chosen in the following categories:*

17. **The “Andy Smith” Best ShowFest Exhibitor** - Named after a long time member of NCFA&E, during ShowFest, conference attendees will vote and select the people’s choice award from those participating in the Exhibit Hall. No entry required and all exhibitors are automatically nominated and eligible.
18. **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. Entry must include printed copy of the web home page with web address for review. Submissions may be one page typed maximum.

**Promotional Recognition** - Conference Deadline – Saturday - January 25, 2020 5 p.m.

Three winners will be chosen for each award, one from each classification:

- a) Small – festival overall budget of \$50,000 or under
- b) Medium – festival overall budget of \$50,000 - \$100,000
- c) Large – festival overall budget of \$100,000 or above

- 19. **Best Merchandise** (S/M/L) – any type of merchandise sold or given away during the event, including but not limited to pins, ornaments, cups, hats, pens, lanyards and clothing (*excluding t-shirts*)
- 20. **Best Brochure** (S/M/L) – any type of printed tri-fold, bi-fold, tabloid, etc.. color or black and white
- 21. **Best Print Media** (S/M/L) – any type of advertisement in a newspaper, magazine, on a billboard, flyers, handouts, and additional print items such as invitations, calendar, rack card, post card, programs, etc... (*excluding brochures*)
- 22. **Best Event Poster** (S/M/L) – any size or style including promotional, fine arts or graphic design
- 23. **Best T-shirt** (S/M/L) – includes long sleeve, short sleeve, one color or multi-color printed shirts
- 24. **Student Choice Award** – students from affiliated colleges and university that are attending ShowFest will select one item from all the merchandise entries (#19-S/M/L) to designate a top winner. The winner will receive a printed certificate of recognition. No entry forms are required and all submissions will be automatically considered.