



2021 ShowFest Excellence Awards

The ShowFest Awards Committee is excited to offer a revised and streamlined slate of awards to recognize how festival, events and supporting members. This year's ShowFest Excellence Awards are presented to honor the 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 supporting members 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 supporting members to take a wider look within our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition.

Awards will be announced on Monday, February 1 as part of the hybrid Showfest conference. Award certificates will be mailed to each winner the following week.

Submit all award nominations to: ShowFestAwards@gmail.com

Questions? Please contact the NCAF&E Office, info@ncfestivals.com, 1-877-NC FESTS
North Carolina Association of Festivals & Events, P.O. Box 1642, Lexington, NC 27293

Contact the Awards Committee Co-Chairs:

- Theresa Mathis, tmathis@wilsonnc.org, 252-205-2704
- Jef Lambdin, woole@mindspring.com, 910-733-2609

Payment must be made to NCAF&E either on-line or by check. Award entry fees can be submitted along with ShowFest registration, Membership renewal or separately. Membership dues must be current. The awards entry fees must be received by Friday, January 22. Entries without a full payment will be disqualified.

How to Submit Nominations:

1. Nominations may be submitted by current NCAF&E members only. Non-member submissions will be disqualified. Association membership dues for the current year must be paid in full to qualify for entry.
2. One winner will be chosen from each category, unless otherwise specified.
3. For 2021, all nominations will be accepted electronically. No on-site submissions will be permitted.

4. Each organization must submit the event logo 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 will be used in the virtual award ceremony should the nomination be selected.
5. Submit all nominations and supporting documents to: ShowFestAwards@gmail.com
6. All entry forms, letters of recommendation, supporting documents, media samples and photographs for all awards nominations must be emailed to the Awards Committee Chair as a PDF by the deadline.
7. 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!
8. The awards entry deadline is **Thursday, January 14, 2021**. All entries must be received by 5:00 pm. Late award nominations will not be accepted. Early submissions are appreciated.
9. Submitting multiple emails for multiple entries is preferred to avoid emails being rejected due to size. Make sure to identify your entries clearly in the subject line.
Ex: Kite Festival – Entry form and logo
Ex: Kite Festival - #9 Best Merchandise and #10 Best T-shirt
10. All submissions will receive a confirmation email to assure delivery. If you do not receive a confirmation, please wait 24 hours to allow email processes and protective firewalls to function and then reach out to Theresa to inquire: 252-205-2704 (cell/text).
11. Awards reviewing and judging will be held the week prior to the conference by nonpartisan judges.
12. Entries with incomplete information will receive one outreach to submit what is missing. Upon the deadline all incomplete entries will automatically be disqualified.

2021 ShowFest Excellence Award Categories

- 1. NEW: Virtual Event of the Year** – This award recognizes the most outstanding virtual event or festival of the year. Whether big or small, programs that forged forward in uncertain times provided their community with uplifting events. Submissions may be two-pages typed maximum describing the decision to go virtual verses cancelling the event, details of the event, obstacles overcome, community partners included, goals of the event, staffing, volunteers, schedule, overall budget and community response. Along with the recommendation submissions may include a maximum of six slides/pages with photographs or additional event documents for review. Those submitting a nomination for Virtual Event of the Year must be registered for and attend the hybrid 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. Submissions must also include a photo of the Director. Those submitting a nomination for Director of the Year must be registered for and attend the hybrid conference.
- 3. 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. Submissions must also include a photo or logo of the Sponsor. Those submitting a nomination for Sponsor of the Year must be registered for and attend the hybrid conference.
- 4. NEW: Best COVID Community Response** – During this pandemic, many events, festivals and supporting members turned their attention to supporting the community. Even if annual programs were cancelled, something new was created to respond with compassion. For this new award, we are seeking new events, new initiatives, new programs that raised awareness, fundraising, support or donations that benefited the community. Submissions may be two-pages typed maximum. 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, how the program was implemented, how it ties into your event, festival or services and how it was a response to COVID-19. Photos and supporting materials are limited to 2 additional pages. Two winners will be selected, one from Festivals/Events and one Supporting Member.
- 5. Best Social Media** - During this pandemic, social media was the main avenue for reaching our audience. Most events, festivals and supporting members used their social media more than ever. Examples of social media include, but are not limited to: Facebook, Twitter, YouTube, Instagram, webcasts, blogs, Flickr, Smartphone App. Submissions are limited to a brief one-page maximum description as how the social

media was used this year and must include the web URL address (http://) or app and account name for on-line review. In addition, include 1-3 printed screenshots. Each social media platform (Facebook or Twitter or App) is considered separate and will require separate applications and entry fee. Two winners will be selected, one from Festivals/Events and one Supporting Member.

6. **Best Website** – Internet presence was even more crucial this year. Website were how our communities found out more about events, festivals, programs and supporting member services. Submission must include the web URL address (http://) and a brief one-page maximum description as how the website was used this year. Submission must include printed copy of the website home page with web address clearly displayed for review. The website must be live and have content to be reviewed by the judges. If your event has passed, please reactivate by January 15 for proper judging. Two winners will be selected, one from Festivals/Events and one Supporting Member.
7. **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. Submissions may be two pages typed maximum. Please include a detailed description of how the supporting member sets themselves apart and why they deserve this award. In addition, submit a photo of logo of the Supporting member/business. *Note: Supporting members are encouraged to self-nominate. During this pandemic interactions have been limited and event planners may not be aware of the depth of your outreach, support or community interactions.*
8. **Best Print Media** – any type of printed publicity, including posters, promotions, advertisement in a newspaper, magazine, billboard, flyers, handouts, and additional print items such as invitations, calendar, rack card, post card, programs, etc... Submission needs only to be a photograph/PDF of the printed material. No letter or description required. Each printed piece is considered separate and will require separate nomination and entry fee. *(This category will not have S/M/L divisions for this year.)*
9. **Best Merchandise** – any type of merchandise sold or given away during an event, festival or program, including but not limited to pins, ornaments, cups, hats, pens, lanyards and clothing *(excluding tshirts)* Submission needs only to be a photograph/PDF of merchandise. Several photos may be included on one-page, if different views of the item would assist the judges in review. No letter or description required. Each merchandise piece is considered separate and will require separate nomination and entry fee. *(This category will not have S/M/L divisions for this year.)*
10. **Best T-shirt** – includes long sleeve, short sleeve, one color or multi-color printed shirts. Several photos must be included on one-page showing both front & back of the shirt, and any sleeve imprints. No letter or description required. Each t-shirt is considered separate and will require separate nomination and entry fee. *(This category will not have S/M/L divisions for this year.)*