

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
1	Category # and Name	Place		Budget	Organization	Name of Event
2	2 Best TV Promotion	3rd Bronze		Under \$75,000	George West Storyfest Association	George West Storyfest
3	2 Best TV Promotion	2nd -Silver		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
4	2 Best TV Promotion	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
5						
6	2 Best TV Promotion	3rd Bronze		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
7	2 Best TV Promotion	2nd -Silver		\$75,001 - \$250,000	City of McAllen	McAllen International Car Fest
8	2 Best TV Promotion	1st - Gold		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
9						
10	2 Best TV Promotion	3rd Bronze		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
11	2 Best TV Promotion	2nd -Silver		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
12	2 Best TV Promotion	1st - Gold		\$250,001 - \$750,000	Town of Flower Mound	Independence Fest
13						
14	2 Best TV Promotion	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
15	2 Best TV Promotion	1st - Gold		Over \$750,000	Grapevine Convention and Visitors Bureau	Main Street Fest
16						
17	Category # and Name	Place		Budget	Organization	Name of Event
18	3 Best Full-Length TV Promotion	3rd Bronze		Under \$75,000	City of Mansfield Convention and Visitors Bureau	Mansfield Convention and Visitors Bureau
19	3 Best Full-Length TV Promotion	2nd -Silver		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
20	3 Best Full-Length TV Promotion	1st - Gold		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
21						
22	3 Best Full-Length TV Promotion	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
23	Category # and Name	Place		Budget	Organization	Name of Event
24	4 Best Full-Length TV Program -National	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
25	Category # and Name	Place		Budget	Organization	Name of Event
26	5 Best Event Video Promotion	3rd Bronze		Under \$75,000	City of Waco	Pints in the Park
27	5 Best Event Video Promotion	2nd -Silver		Under \$75,000	Uvalde Festival and Events Association, Inc.	Briscoe Ranch BBQ Cook-off
28	5 Best Event Video Promotion	1st - Gold		Under \$75,000	City of Tomball	Downtown Holiday Lamp Post Stroll
29						
30	5 Best Event Video Promotion	3rd Bronze		\$75,001 - \$250,000	Uvalde Festival and Events Association, Inc.	Palomino Fest
31	5 Best Event Video Promotion	2nd -Silver		\$75,001 - \$250,000	Uvalde Festival and Events Association, Inc.	Palomino Fest
32	5 Best Event Video Promotion	1st - Gold		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
33						
34	5 Best Event Video Promotion	2nd -Silver		\$250,001 - \$750,000	City of Carrollton	Carrollton Festival at the Switchyard
35	5 Best Event Video Promotion	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
36						

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
37	5 Best Event Video Promotion	3rd Bronze		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
38	5 Best Event Video Promotion	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	Jalapeño Festival Sponsored by La Costeña
39	5 Best Event Video Promotion	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
40	Category # and Name	Place		Budget	Organization	Name of Event
41	6 Best Radio Promotion	3rd Bronze		Under \$75,000	Bremond Chamber of Commerce	Bremond Polish Festival Days
42	6 Best Radio Promotion	2nd -Silver		Under \$75,000	City of Tomball	July 4th Celebration/Street Festival
43	6 Best Radio Promotion	1st - Gold		Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
44						
45	6 Best Radio Promotion	1st - Gold		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
46						
47	6 Best Radio Promotion	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeño Festival Sponsored by La Costeña
48	6 Best Radio Promotion	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	WBCA Stars and Stripes Air Show Spectacular Sponsored by Miller Lite
49	Category # and Name	Place		Budget	Organization	Name of Event
50	7 Best Event Website	3rd Bronze		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
51	7 Best Event Website	2nd -Silver		Under \$75,000	City of Waco	Pints in the Park
52	7 Best Event Website	1st - Gold		Under \$75,000	City of Murphy	Tunes, Tales & Ales
53						
54	7 Best Event Website	3rd Bronze		\$75,001 - \$250,000	City of Waco	Waco Wonderland
55	7 Best Event Website	3rd Bronze		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Annual Main Street Fest
56	7 Best Event Website	2nd -Silver		\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights
57	7 Best Event Website	1st - Gold		\$75,001 - \$250,000	City of Waco	Brazos Nights
58						
59	7 Best Event Website	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
60						
61	7 Best Event Website	3rd Bronze		Over \$750,000	City of Richardson, Parks and Recreation Department	Wildflower Arts & Music Festival
62	7 Best Event Website	2nd -Silver		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
63	7 Best Event Website	1st - Gold		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
64	Category # and Name	Place		Budget	Organization	Name of Event
65	8 Best Organization Website	1st - Gold		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
66						
67	8 Best Organization Website	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
68						
69	8 Best Organization Website	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
70	8 Best Organization Website	2nd -Silver		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
71	8 Best Organization Website	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
72	Category # and Name	Place		Budget	Organization	Name of Event
73	9 Best Event/Organization E-Newsletter	1st - Gold		Under \$75,000	City of Mansfield Convention and Visitors Bureau	Mansfield Convention and Visitors Bureau

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
74						
75	9 Best Event/Organization E-Newsletter	1st - Gold		\$75,001 - \$250,000	City of Waco	Brazos Nights
76						
77	9 Best Event/Organization E-Newsletter	1st - Gold		\$250,001 - \$750,000	Town of Flower Mound	Flower Mound Parks & Recreation
78	Category # and Name	Place		Budget	Organization	Name of Event
79	10 Best Miscellaneous Multimedia	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
80						
81	10 Best Miscellaneous Multimedia	3rd Bronze		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
82	10 Best Miscellaneous Multimedia	2nd -Silver		\$75,001 - \$250,000	City of Waco	Brazos Nights
83	10 Best Miscellaneous Multimedia	1st - Gold		\$75,001 - \$250,000	City of Waco	Waco Wonderland
84						
85	10 Best Miscellaneous Multimedia	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
86	10 Best Miscellaneous Multimedia	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeño Festival Sponsored by La Costeña
87	Category # and Name	Place		Budget	Organization	Name of Event
88	11 Best Social Media Site	3rd Bronze		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
89	11 Best Social Media Site	2nd -Silver		Under \$75,000	City of Mansfield Convention and Visitors Bureau	Mansfield Convention and Visitors Bureau
90	11 Best Social Media Site	1st - Gold		Under \$75,000	City of Waco	Pints in the Park
91						
92	11 Best Social Media Site	3rd Bronze		\$75,001 - \$250,000	City of Waco	Brazos Nights
93	11 Best Social Media Site	2nd -Silver		\$75,001 - \$250,000	City of Richardson Parks and Recreation Department	Cottonwood Art Festival
94	11 Best Social Media Site	1st - Gold		\$75,001 - \$250,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival Races
95						
96	11 Best Social Media Site	2nd -Silver		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
97	11 Best Social Media Site	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
98						
99	11 Best Social Media Site	3rd Bronze		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
100	11 Best Social Media Site	2nd -Silver		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
101	11 Best Social Media Site	1st - Gold		Over \$750,000	City of Richardson Parks and Recreation Department	Wildflower Arts & Music Festival
102	Category # and Name	Place		Budget	Organization	Name of Event
103						
104	12 Best Festival/Event Mobile Application	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
105						
106	12 Best Festival/Event Mobile Application	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
107	12 Best Festival/Event Mobile Application	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
108	Category # and Name	Place		Budget	Organization	Name of Event
109	13 Best Single Digital/Social Ad	1st - Gold		Under \$75,000	City of Mansfield Convention and Visitors Bureau	Mansfield Convention and Visitors Bureau
110						
111	13 Best Single Digital/Social Ad	2nd -Silver		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
112	13 Best Single Digital/Social Ad	1st - Gold		\$75,001 - \$250,000	City of McAllen	McAllen International Car Fest
113						
114	13 Best Single Digital/Social Ad	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
115						
116	13 Best Single Digital/Social Ad	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
117	13 Best Single Digital/Social Ad	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
118	Category # and Name	Place		Budget	Organization	Name of Event
119	14 Best Single Digital/Social Ad Series	2nd -Silver		Under \$75,000	City of Mansfield Convention and Visitors Bureau	Mansfield Convention and Visitors Bureau
120	14 Best Single Digital/Social Ad Series	1st - Gold		Under \$75,000	City of Waco	Pints in the Park
121	Category # and Name	Place		Budget	Organization	Name of Event
122	15 Best Event Program	2nd -Silver		Under \$75,000	City of Grand Prairie Parks, Arts & Recreation	Flight of Monarch Celebration
123	15 Best Event Program	1st - Gold		Under \$75,000	Grapevine Convention & Visitors Bureau	New Vintage Wine and Gallery Trail
124						
125	15 Best Event Program	3rd Bronze		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
126	15 Best Event Program	2nd -Silver		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation	6th Annual Main Street Fest
127	15 Best Event Program	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
128						
129	15 Best Event Program	2nd -Silver		\$250,001 - \$750,000	Town of Flower Mound	Independence Fest
130	15 Best Event Program	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
131						
132	15 Best Event Program	3rd Bronze		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
133	15 Best Event Program	2nd -Silver		Over \$750,000	City of Richardson, Parks & Recreation Department	Wildflower Arts & Music Festival
134	15 Best Event Program	1st - Gold		Over \$750,000	King William Association	King William Fair
135	Category # and Name	Place		Budget	Organization	Name of Event
136	16 Best Newspaper Insert/Supplement	2nd -Silver		Under \$75,000	City of Murphy	Tunes, Tails & Ales
137	16 Best Newspaper Insert/Supplement	1st - Gold		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
138						
139	16 Best Newspaper Insert/Supplement	3rd Bronze		\$75,001 - \$250,000	City of Murphy	Murphy Maize Days
140	16 Best Newspaper Insert/Supplement	2nd -Silver		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
141	16 Best Newspaper Insert/Supplement	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
142						
143	16 Best Newspaper Insert/Supplement	2nd -Silver		\$250,001 - \$750,000	City of Bedford	Bedford Blues & BBQ Festival
144	16 Best Newspaper Insert/Supplement	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
145						
146	16 Best Newspaper Insert/Supplement	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration-ByGeorge
147	Category # and Name	Place		Budget	Organization	Name of Event
148	17 Best Promotional Brochure	2nd -Silver		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
149	17 Best Promotional Brochure	1st - Gold		Under \$75,000	City of Tomball	Tomball Tourism and Festival Program
150						

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
151	17 Best Promotional Brochure	2nd -Silver		\$75,001 - \$250,000	City of Richardson, Parks & Recreation Department	Cottonwood Art Festival
152	17 Best Promotional Brochure	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
153						
154	17 Best Promotional Brochure	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
155						
156	17 Best Promotional Brochure	3rd Bronze		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
157	17 Best Promotional Brochure	2nd -Silver		Over \$750,000	Grapevine Convention and Visitors Bureau	Main Street Fest
158	17 Best Promotional Brochure	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
159	Category # and Name	Place		Budget	Organization	Name of Event
160						
161	18 Best Miscellaneous Printed Materials (Multiple Page)	2nd -Silver		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
162	18 Best Miscellaneous Printed Materials (Multiple Page)	1st - Gold		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Annual Main Street Fest
163						
164	18 Best Miscellaneous Printed Materials (Multiple Page)	3rd Bronze		Over \$750,000	Grapevine Convention and Visitors Bureau	Grape Fest
165	18 Best Miscellaneous Printed Materials (Multiple Page)	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
166	18 Best Miscellaneous Printed Materials (Multiple Page)	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
167	Category # and Name	Place		Budget	Organization	Name of Event
168	19 Best Miscellaneous Printed Materials (Single Page)	3rd Bronze		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
169	19 Best Miscellaneous Printed Materials (Single Page)	2nd -Silver		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
170	19 Best Miscellaneous Printed Materials (Single Page)	1st - Gold		Under \$75,000	City of Murphy	Tunes, Tails & Ales
171						
172	19 Best Miscellaneous Printed Materials (Single Page)	3rd Bronze		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
173	19 Best Miscellaneous Printed Materials (Single Page)	2nd -Silver		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
174	19 Best Miscellaneous Printed Materials (Single Page)	1st - Gold		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Annual Main Street Fest
175						
176	19 Best Miscellaneous Printed Materials (Single Page)	3rd Bronze		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
177	19 Best Miscellaneous Printed Materials (Single Page)	2nd -Silver		\$250,001 - \$750,000	City of Bedford	Bedford Blues & BBQ Festival

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
178	19 Best Miscellaneous Printed Materials (Single Page)	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
179						
180	19 Best Miscellaneous Printed Materials (Single Page)	3rd Bronze		Over \$750,000	City of Richardson, Parks & Recreation Department	Wildflower Arts & Music Festival
181	19 Best Miscellaneous Printed Materials (Single Page)	2nd -Silver		Over \$750,000	City of Grand Prairie Parks, Arts & Recreation Department	Prairie Lights
182	19 Best Miscellaneous Printed Materials (Single Page)	1st - Gold		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
183	Category # and Name	Place		Budget	Organization	Name of Event
184	20 Best Company Image Pieces	3rd Bronze		Under \$75,000	Bremond Chamber of Commerce	Bremond Polish Festival Days
185	20 Best Company Image Pieces	2nd -Silver		Under \$75,000	City of Tomball	Tomball Marketing and Tourism Department
186	20 Best Company Image Pieces	1st - Gold		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
187						
188	20 Best Company Image Pieces	1st - Gold		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
189						
190	20 Best Company Image Pieces	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
191	Category # and Name	Place		Budget	Organization	Name of Event
192	21 Best Cover Design	2nd -Silver		Under \$75,000	Bremond Chamber of Commerce	Bremond Polish Days
193	21 Best Cover Design	1st - Gold		Under \$75,000	City of Tomball	Tomball Texas Music Festival
194						
195	21 Best Cover Design	3rd Bronze		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
196	21 Best Cover Design	2nd -Silver		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Annual Main Street Fest
197	21 Best Cover Design	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
198						
199	21 Best Cover Design	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	ByGeorge Magazine
200	21 Best Cover Design	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
201	21 Best Cover Design	1st - Gold		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
202	Category # and Name	Place		Budget	Organization	Name of Event
203	22 Best Single Newspaper Display Ad	3rd Bronze		Under \$75,000	City of Tomball	Rails & Tails/Honky Tonk Combo
204	22 Best Single Newspaper Display Ad	2nd -Silver		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
205	22 Best Single Newspaper Display Ad	1st - Gold		Under \$75,000	City of Tomball	July 4th Celebration/Street Festival
206						
207	22 Best Single Newspaper Display Ad	3rd Bronze		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
208	22 Best Single Newspaper Display Ad	2nd -Silver		\$75,001 - \$250,000	City of McAllen	Games of Texas
209	22 Best Single Newspaper Display Ad	1st - Gold		\$75,001 - \$250,000	Weslaco Chamber of Commerce	Texas Onion Fest
210						
211	22 Best Single Newspaper Display Ad	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
212						
213	22 Best Single Newspaper Display Ad	3rd Bronze		Over \$750,000		

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
214	22 Best Single Newspaper Display Ad	2nd -Silver		Over \$750,000		
215	22 Best Single Newspaper Display Ad	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	WBCA Carnival Sponsored by McDonald's of Laredo
216	Category # and Name	Place		Budget	Organization	Name of Event
217	23 Best Single Magazine Display Ad	3rd Bronze		Under \$75,000	City of Waco	Pints in the Park
218	23 Best Single Magazine Display Ad	2nd -Silver		Under \$75,000	City of McAllen, Quinta Mazatlan	Tourism Program Series
219	23 Best Single Magazine Display Ad	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
220						
221	23 Best Single Magazine Display Ad	3rd Bronze		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
222	23 Best Single Magazine Display Ad	2nd -Silver		\$75,001 - \$250,000	City of Waco	Fourth on the Brazos/Brazos Nights
223	23 Best Single Magazine Display Ad	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
224						
225	23 Best Single Magazine Display Ad	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
226						
227	23 Best Single Magazine Display Ad	3rd Bronze		Over \$750,000		
228	23 Best Single Magazine Display Ad	2nd -Silver		Over \$750,000		
229	23 Best Single Magazine Display Ad	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
230	Category # and Name	Place		Budget	Organization	Name of Event
231	24 Best Ad Series	1st - Gold		Under \$75,000	City of Bedford	Bedford TX Rocks
232						
233	24 Best Ad Series	2nd -Silver		\$75,001 - \$250,000	City of Waco	Brazos Nights
234	24 Best Ad Series	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
235						
236	24 Best Ad Series	3rd Bronze		\$250,001 - \$750,000	City of Bedford	Bedford Blues & BBQ Festival
237	24 Best Ad Series	2nd -Silver		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
238	24 Best Ad Series	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
239						
240	24 Best Ad Series	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
241	Category # and Name	Place		Budget	Organization	Name of Event
242	25 Best Promotional Poster	3rd Bronze		Under \$75,000	City of Tomball	July 4th Celebration/Street Festival
243	25 Best Promotional Poster	2nd -Silver		Under \$75,000	City of Tomball	Holiday Lamp Post Stroll
244	25 Best Promotional Poster	1st - Gold		Under \$75,000	City of Tomball	Freight Train Food Truck Festival
245						
246	25 Best Promotional Poster	3rd Bronze		\$75,001 - \$250,000	Downtown Fort Worth Initiatives, Inc.	XTO Energy Parade of Lights
247	25 Best Promotional Poster	2nd -Silver		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
248	25 Best Promotional Poster	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
249						
250	25 Best Promotional Poster	3rd Bronze		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
251	25 Best Promotional Poster	2nd -Silver		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
252	25 Best Promotional Poster	1st - Gold		\$250,001 - \$750,000	City of Carrollton	Carrollton Festival at the Switchyard
253						

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
254	25 Best Promotional Poster	3rd Bronze		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
255	25 Best Promotional Poster	2nd -Silver		Over \$750,000	Grapevine Convention and Visitors Bureau	Main Street Fest
256	25 Best Promotional Poster	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
257	Category # and Name	Place		Budget	Organization	Name of Event
258	26 Best Commemorative Poster	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
259						
260	26 Best Commemorative Poster	3rd Bronze		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
261	26 Best Commemorative Poster	2nd -Silver		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
262	26 Best Commemorative Poster	1st - Gold		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
263	Category # and Name	Place		Budget	Organization	Name of Event
264	27 Best Event Promotional Photograph	3rd Bronze		Under \$75,000	City of McAllen, Quinta Mazatlan	International Migratory Bird Day
265	27 Best Event Promotional Photograph	3rd Bronze		Under \$75,000	City of Tomball	Tomball Bluegrass Festival
266	27 Best Event Promotional Photograph	2nd -Silver		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
267	27 Best Event Promotional Photograph	1st - Gold		Under \$75,000	City of Tomball	Bunny Run 2017
268						
269	27 Best Event Promotional Photograph	3rd Bronze		\$75,001 - \$250,000	City of McAllen	McAllen Marathon
270	27 Best Event Promotional Photograph	2nd -Silver		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
271	27 Best Event Promotional Photograph	1st - Gold		\$75,001 - \$250,000	Uvalde Festival and Events Association, Inc.	Palomino Fest
272						
273	27 Best Event Promotional Photograph	3rd Bronze		\$250,001 - \$750,000	Town of Flower Mound	Veteran's Day Relay
274	27 Best Event Promotional Photograph	2nd -Silver		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
275	27 Best Event Promotional Photograph	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
276						
277	27 Best Event Promotional Photograph	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeño Festival Sponsored by La Costeña
278	27 Best Event Promotional Photograph	2nd -Silver		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
279	27 Best Event Promotional Photograph	1st - Gold		Over \$750,000	City of Grand Prairie Parks, Arts and Recreation	Prairie Lights
280	Category # and Name	Place		Budget	Organization	Name of Event
281	28 Best Outdoor Billboard	3rd Bronze		Under \$75,000	City of Waco	Pints in the Park
282	28 Best Outdoor Billboard	2nd -Silver		Under \$75,000	City of Grand Prairie Parks, Arts, and Recreation	Flight of Monarch Celebration
283	28 Best Outdoor Billboard	1st - Gold		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
284						
285	28 Best Outdoor Billboard	3rd Bronze		\$75,001 - \$250,000	City of Waco	Brazos Nights
286	28 Best Outdoor Billboard	2nd -Silver		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation	6th Annual Main Street Fest
287	28 Best Outdoor Billboard	1st - Gold		\$75,001 - \$250,000	City of Waco	Brazos Nights
288						
289	28 Best Outdoor Billboard	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
290						
291	28 Best Outdoor Billboard	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	WBCA Jalapeño Festival Sponsored by La Costeña
292	28 Best Outdoor Billboard	1st - Gold		Over \$750,000	City of Grand Prairie Parks, Arts & Recreation	Prairie Lights
293	Category # and Name	Place		Budget	Organization	Name of Event
294	29 Best Event Invitation	1st - Gold		Under \$75,000	Town of Flower Mound	Veteran's Day Ceremony

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
295						
296	29 Best Event Invitation	2nd -Silver		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation	6th Annual Main Street Fest
297	29 Best Event Invitation	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
298	29 Best Event Invitation	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
299	29 Best Event Invitation	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	Commander's Reception
300	Category # and Name	Place		Budget	Organization	Name of Event
301	30 Best Street Banner	3rd Bronze		Under \$75,000	Bremond Chamber of Commerce	Bremond Polish Festival Days
302	30 Best Street Banner	2nd -Silver		Under \$75,000	City of Bedford	Bedford ArtsFest
303	30 Best Street Banner	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
304						
305	30 Best Street Banner	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
306	Category # and Name	Place		Budget	Organization	Name of Event
307	31 Best Miscellaneous On-Site Décor	3rd Bronze		Under \$75,000	City of Grand Prairie Parks, Arts & Recreation	Flight of Monarch Celebration
308	31 Best Miscellaneous On-Site Décor	2nd -Silver		Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
309	31 Best Miscellaneous On-Site Décor	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
310						
311	31 Best Miscellaneous On-Site Décor	3rd Bronze		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
312	31 Best Miscellaneous On-Site Décor	2nd -Silver		\$75,001 - \$250,000	City of McAllen	Games of Texas
313	31 Best Miscellaneous On-Site Décor	1st - Gold		\$75,001 - \$250,000	City of Murphy	Murphy Maize Days
314						
315	31 Best Miscellaneous On-Site Décor	1st - Gold		Over \$750,000	Grapevine Convention and Visitors Bureau	Main Street Fest
316	Category # and Name	Place		Budget	Organization	Name of Event
317	32 Best T-Shirt Design	3rd Bronze		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
318	32 Best T-Shirt Design	2nd -Silver		Under \$75,000	City of Mansfield Parks and Recreation	Snowman Run
319	32 Best T-Shirt Design	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
320						
321	32 Best T-Shirt Design	3rd Bronze		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
322	32 Best T-Shirt Design	2nd -Silver		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
323	32 Best T-Shirt Design	1st - Gold		\$75,001 - \$250,000	City of Richardson, Parks and Recreation Department	Cottonwood Art Festival
324						
325	32 Best T-Shirt Design	3rd Bronze		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
326	32 Best T-Shirt Design	2nd -Silver		\$250,001 - \$750,000	City of Carrollton	Carrollton Festival at the Switchyard
327	32 Best T-Shirt Design	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
328						
329	32 Best T-Shirt Design	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	WBCA Pipes & Stripes Car Show Sponsored by VitalMed Urgent Care
330	32 Best T-Shirt Design	2nd -Silver		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
331	32 Best T-Shirt Design	1st - Gold		Over \$750,000	King William Association	King William Fair
332	Category # and Name	Place		Budget	Organization	Name of Event
333	33 Best Pin or Button	3rd Bronze		Under \$75,000	City of Tomball	Tomball Festival Program

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
334	33 Best Pin or Button	2nd -Silver		Under \$75,000	City of McAllen, Quinta Mazatlan	Mayors Monarch Pledge
335	33 Best Pin or Button	1st - Gold		Under \$75,000	United San Antonio Pow Wow, Inc.	Celebrations of Traditions Pow Wow
336						
337	33 Best Pin or Button	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
338						
339	33 Best Pin or Button	2nd -Silver		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
340	33 Best Pin or Button	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
341						
342	33 Best Pin or Button	3rd Bronze		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
343	33 Best Pin or Button	2nd -Silver		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
344	33 Best Pin or Button	1st - Gold		Over \$750,000	San Antonio Conservation Society	A Night in Old San Antonio
345	Category # and Name	Place		Budget	Organization	Name of Event
346	34 Best Hat	3rd Bronze		Under \$75,000	City of Tomball	July 4th Celebration/Street Festival
347	34 Best Hat	2nd -Silver		Under \$75,000	City of Tomball	Rails & Tails Mudbug Festival
348	34 Best Hat	1st - Gold		Under \$75,000	City of Mansfield Parks and Recreation	Wurst Fest
349						
350	34 Best Hat	2nd -Silver		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
351	34 Best Hat	1st - Gold		\$75,001 - \$250,000	City of McAllen	McAllen International Car Fest
352						
353	34 Best Hat	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
354						
355	34 Best Hat	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
356	34 Best Hat	2nd -Silver		Over \$750,000	Plano Balloon Festival, Inc.	InTouch Credit Union Plano Balloon Festival
357	34 Best Hat	1st - Gold		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
358	Category # and Name	Place		Budget	Organization	Name of Event
359	35 Best Other Merchandise	3rd Bronze		Under \$75,000	George West Storyfest Association, Inc.	George West Storyfest
360	35 Best Other Merchandise	2nd -Silver		Under \$75,000	City of Mansfield Parks and Recreation	Red, White and Rockin' Kids Triathlon
361	35 Best Other Merchandise	1st - Gold		Under \$75,000	City of Waco	Pints in the Park
362						
363	35 Best Other Merchandise	2nd -Silver		\$75,001 - \$250,000	City of McAllen	McAllen International Car Fest
364	35 Best Other Merchandise	1st - Gold		\$75,001 - \$250,000	City of McAllen	Games of Texas
365						
366	35 Best Other Merchandise	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
367						
368	35 Best Other Merchandise	3rd Bronze		Over \$750,000	Washington's Birthday Celebration Association	WBCA Stars and Stripes Airshow Spectacular Sponsored by Miller Lite
369	35 Best Other Merchandise	2nd -Silver		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
370	35 Best Other Merchandise	1st - Gold		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
371	Category # and Name	Place		Budget	Organization	Name of Event
372	36 Best Miscellaneous Clothing	3rd Bronze		Under \$75,000	Town of Flower Mound	Independence Fest
373	36 Best Miscellaneous Clothing	2nd -Silver		Under \$75,000	City of Mansfield Parks and Recreation	Red, White and Rockin' Kids Triathlon

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
374	36 Best Miscellaneous Clothing	1st - Gold		Under \$75,000	City of Tomball	Freight Train Food Truck Festival
375						
376	36 Best Miscellaneous Clothing	2nd -Silver		\$75,001 - \$250,000	City of McAllen	McAllen International Car Fest
377	36 Best Miscellaneous Clothing	1st - Gold		\$75,001 - \$250,000	City of Waco	Waco Wonderland
378						
379	36 Best Miscellaneous Clothing	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
380						
381	36 Best Miscellaneous Clothing	1st - Gold		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
382	Category # and Name	Place		Budget	Organization	Name of Event
383	37 Best New Merchandise	3rd Bronze		Under \$75,000		
384	37 Best New Merchandise	2nd -Silver		Under \$75,000	City of Mansfield Parks and Recreation	Hometown Holidays
385	37 Best New Merchandise	1st - Gold		Under \$75,000	City of Tomball	Bunny Run 2017
386						
387	37 Best New Merchandise	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
388						
389	37 Best New Merchandise	3rd Bronze		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
390	37 Best New Merchandise	2nd -Silver		Over \$750,000	Grapevine Convention and Visitors Bureau	Main Street Fest
391	37 Best New Merchandise	1st - Gold		Over \$750,000	Fiesta San Antonio Commission	Fiesta San Antonio
392	Category # and Name	Place		Budget	Organization	Name of Event
393	38 Best Sponsor Gift	1st - Gold		Under \$75,000	City of Tomball	City of Tomball
394						
395	38 Best Sponsor Gift	1st - Gold		\$250,001 - \$750,000	City of McAllen	City of McAllen
396	Category # and Name	Place		Budget	Organization	Name of Event
397	39 Best Give-Away Item	3rd Bronze		Under \$75,000	City of Tomball	Honky Tonk Chili Challenge
398	39 Best Give-Away Item	2nd -Silver		Under \$75,000	City of Mansfield Parks and Recreation	Red, White and Rockin' Kids Triathlon
399	39 Best Give-Away Item	1st - Gold		Under \$75,000	City of Tomball	Rusty Rails "Squeeze Buddy"
400						
401	39 Best Give-Away Item	3rd Bronze		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
402	39 Best Give-Away Item	2nd -Silver		\$75,001 - \$250,000	City of McAllen	Games of Texas
403	39 Best Give-Away Item	1st - Gold		\$75,001 - \$250,000	City of McAllen	McAllen Marathon
404						
405	39 Best Give-Away Item	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
406						
407	39 Best Give-Away Item	3rd Bronze		Over \$750,000	City of Richardson Parks and Recreation Department	Wildflower Arts & Music Festival 120th Washington's Birthday Celebration
408	39 Best Give-Away Item	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	
409	39 Best Give-Away Item	1st - Gold		Over \$750,000	Grapevine Convention and Visitors Bureau	Grape Fest
410	Category # and Name	Place		Budget	Organization	Name of Event
411	40 Best Targeted Sponsor Solicitation Proposal	1st - Gold		Under \$75,000	Bremond Chamber of Commerce	Bremond Polish Festival Days
412						

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
413	40 Best Targeted Sponsor Solicitation Proposal	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
414						
415	Category # and Name	Place		Budget	Organization	Name of Event
416	41 Best Individual Sponsor Follow-up Report	1st - Gold		Under \$75,000	City of Tomball	July 4th Celebration/Street Festival
417						
418	41 Best Individual Sponsor Follow-up Report	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
419						
420	41 Best Individual Sponsor Follow-up Report	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Forth Worth Arts Festival
421	Category # and Name	Place		Budget	Organization	Name of Event
422	42 Best Sponsor Partner	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
423						
424	42 Best Sponsor Partner	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
425						
426	42 Best Sponsor Partner	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
427	Category # and Name	Place		Budget	Organization	Name of Event
428	43 Best Single New Sponsorship Opportunity	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
429	Category # and Name	Place		Budget	Organization	Name of Event
430	44 Best Sponsorship Program for Individual Sponsor	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
431	Category # and Name	Place		Budget	Organization	Name of Event
432	45 Best Overall Sponsorship Program	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
433	Category # and Name	Place		Budget	Organization	Name of Event
434	46 Best Volunteer Program	3rd Bronze		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Street Annual Main Street Fest
435	46 Best Volunteer Program	2nd -Silver		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
436	46 Best Volunteer Program	1st - Gold		\$75,001 - \$250,000	City of McAllen	PalmFest International Folklife Celebration
437						
438	46 Best Volunteer Program	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAINT ST Fort Worth Arts Festival
439	Category # and Name	Place		Budget	Organization	Name of Event
440	47 Best Green Program	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Planta Nativa
441	Category # and Name	Place		Budget	Organization	Name of Event
442	48 Best Parade	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
443	Category # and Name	Place		Budget	Organization	Name of Event
444	49 Best Educational Program	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
445						
446	49 Best Educational Program	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	American Historical Theatre George Washington Performance

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
447	Category # and Name	Place		Budget	Organization	Name of Event
448	50 Best Children's Programming	1st - Gold		Under \$75,000	Quinta Mazatlan and the Valley Land Fund	Southern Exposures Youth Nature Photo Contest
449						
450	50 Best Children's Programming	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
451	Category # and Name	Place		Budget	Organization	Name of Event
452	52 Best Event/Program Within an Event to Benefit a Cause	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	PALMFEST Into the Wild
453						
454	52 Best Event/Program Within an Event to Benefit a Cause	1st - Gold		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
455	Category # and Name	Place		Budget	Organization	Name of Event
456	53 Best Event (Within an Existing Festival)	2nd -Silver		Under \$75,000	City of Tomball	Texas Beer Float Championship 2016
457	53 Best Event (Within an Existing Festival)	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	PALMFEST Into the Wild
458						
459	53 Best Event (Within an Existing Festival)	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
460						
461	53 Best Event (Within an Existing Festival)	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	La Costeña Jalapeño Eating Contest
462	Category # and Name	Place		Budget	Organization	Name of Event
463	54 Best Emergency Preparedness & Risk Management Plan for an Event	2nd -Silver		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
464	54 Best Emergency Preparedness & Risk Management Plan for an Event	1st - Gold		Under \$75,000	San Antonio Highland Games Association	San Antonio Highland Games & Celtic Music Festival
465						
466	54 Best Emergency Preparedness & Risk Management Plan for an Event	2nd -Silver		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
467	54 Best Emergency Preparedness & Risk Management Plan for an Event	1st - Gold		\$75,001 - \$250,000	City of Grand Prairie Parks, Arts & Recreation Department	6th Annual Main Street Fest
468						
469	54 Best Emergency Preparedness & Risk Management Plan for an Event	1st - Gold		\$250,001 - \$750,000	Town of Flower Mound	Independence Fest
470						
471	54 Best Emergency Preparedness & Risk Management Plan for an Event	1st - Gold		Over \$750,000	St. Mary's University Alumni Association	Fiesta Oyster Bake
472	Category # and Name	Place		Budget	Organization	Name of Event
473	56 Best New Event	3rd Bronze		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
474	56 Best New Event	2nd -Silver		Under \$75,000	City of Tomball	Freight Train Food Truck Festival
475	56 Best New Event	1st - Gold		Under \$75,000	City of McAllen, Quinta Mazatlan	Monarch Celebration
476	Category # and Name	Place		Budget	Organization	Name of Event
477	57 Best New Promotion Activity	1st - Gold		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
478						
479	57 Best New Promotion Activity	2nd -Silver		\$250,001 - \$750,000	City of Carrollton	Carrollton Festival at the Switchyard
480	57 Best New Promotion Activity	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade

2017 Kaliff Marketing Award Winners

	A	B	C	D	E	F
	Category # and Name	Place		Budget	Organization	Name of Event
481						
482	60 Best Overall Merchandising Program	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
483						
484	62 Best Press / Media Kit	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
485						
486	62 Best Press / Media Kit	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
487						
488	62 Best Press / Media Kit	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
489						
490	63 Most Creative/ Effective News Stunt	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
491						
492	63 Most Creative/ Effective News Stunt	1st - Gold		Over \$750,000	Washington's Birthday Celebration Association	Stripes Stores Media/Celebrity Jalapeño Eating Challenge
493						
494	64 Best Media Relations Campaign	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
495						
496	64 Best Media Relations Campaign	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
497						
498	65 Best Social Media Campaign	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
499						
500	65 Best Social Media Campaign	1st - Gold		\$250,001 - \$750,000	City of McAllen	McAllen Holiday Parade
501						
502	65 Best Social Media Campaign	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
503						
504	66 Best Mascot	2nd -Silver		Under \$75,000	Nacogdoches County Chamber of Commerce	Texas Blueberry Festival
505	66 Best Mascot	1st - Gold		Under \$75,000	City of Tomball	Rusty Rails
506						
507	66 Best Mascot	1st - Gold		\$75,001 - \$250,000	Fiesta Flambeau Parade Association, Inc.	Fiesta Flambeau Parade
508						
509	1 Zenith Award	2nd -Silver		\$75,001 - \$250,000	City of Murphy	Murphy Maize Days
510	1 Zenith Award	1st - Gold		\$75,001 - \$250,000	Lufkin/Angelina County Chamber of Commerce	32nd Annual Texas State Forest Festival
511						
512	1 Zenith Award	1st - Gold		\$250,001 - \$750,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
513						
514	1 Zenith Award	2nd -Silver		Over \$750,000	Washington's Birthday Celebration Association	120th Washington's Birthday Celebration
515	1 Zenith Award	1st - Gold		Over \$750,000	Downtown Fort Worth Initiatives, Inc.	MAIN ST Fort Worth Arts Festival
516						