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<td>BRC Spooktacular Trail &amp; Carnival</td>
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## 2019

### Kaliff Marketing Award Winners

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<th>Organization</th>
<th>Event Name</th>
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<td>26 Best Commemorative Poster</td>
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## 2019 Kaliff Marketing Award Winners

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<tr>
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<tr>
<td>3</td>
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<td>$250,001 - $750,000</td>
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## 2019 Kaliff Marketing Award Winners

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<thead>
<tr>
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<td>St. Mary's University Alumni Association</td>
<td>Fiesta Oyster Bake (Black)</td>
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<td>South Texas Book Festival</td>
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<td>Illusions into Reality/Hill Country Festivals</td>
<td>Kerrville Renaissance Festival</td>
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<td>A Taste of New Orleans</td>
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<td>Fiesta Flambeau Parade Association, Inc</td>
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</table>
## 2019 Kaliff Marketing Award Winners

<table>
<thead>
<tr>
<th>Place</th>
<th>Category</th>
<th>Budget Range</th>
<th>Winner</th>
<th>Description</th>
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<td>33 Best Pin or Button</td>
<td>$250,001 - $750,000</td>
<td>City of McAllen</td>
<td>McAllen Holiday Parade Presented by H-E-B</td>
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<td>33 Best Pin or Button</td>
<td>$250,001 - $750,000</td>
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<td>Depot Day</td>
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<td>McAllen Holiday Parade Presented by H-E-B</td>
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<td>Fiesta de Palmas</td>
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<td>Main Street Fest / Grapefest Presented by Bank of The West</td>
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<td>Annual Memorial Day Ceremony</td>
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<td>Under $75,000</td>
<td>Brackenridge Recreation Complex</td>
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<td>44 Best Sponsorship Program for Individual Sponsor</td>
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<td>52 Best Community Outreach Program</td>
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<td>The City of McAllen Mayor's Monarch Pledge</td>
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<td>53 Best Event/Program Within an Event to Benefit a Cause</td>
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<td>53 Best Event/Program Within an Event to Benefit a Cause</td>
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<td>St. Mary's University Alumni Association</td>
<td>Fiesta Oyster Bake</td>
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<td>54 Best Event (Within An Existing Festival)</td>
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<td>City of Allen, Parks and Recreation Department</td>
<td>Main Street Allen USA Celebration</td>
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<tr>
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<td>54 Best Event (Within An Existing Festival)</td>
<td>$250,001 - $750,000</td>
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<td>Over $750,000</td>
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<tr>
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<td>55 Best Emergency Preparedness &amp; Risk Management</td>
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<td>57 Best New Event</td>
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<td>Brackenridge Recreation Complex</td>
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<td>2</td>
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<td>City of Tomball</td>
<td>Light it Up! - The Downtown Christmas Tree Lighting</td>
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<td>1</td>
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<td>City of Tomball</td>
<td>GroovFest '18 - A Celebration of All Things Groovy, Baby!</td>
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<td>1</td>
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<td>Washington's Birthday Celebration Association</td>
<td>WBCA President’s Cup Golf Tournament Sponsored by Vantage Bank</td>
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<tr>
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<td>58 Best New Promotion Activity</td>
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<td>Brackenridge Recreation Complex</td>
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<td>City of Allen, Parks and Recreation Department</td>
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<tr>
<td>1</td>
<td>61 Best Overall Merchandising Program</td>
<td>$75,001 - $250,000</td>
<td>Welcome Home RGV</td>
<td>Welcome Home RGV</td>
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<tr>
<td>1</td>
<td>61 Best Overall Merchandising Program</td>
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<td>City of McAllen</td>
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<tr>
<td>1</td>
<td>62 Best Vendor / Supplier</td>
<td>Under $75,000</td>
<td>Quinta Mazatlan</td>
<td>Moon Over Mazatlan</td>
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### 2019 Kaliff Marketing Award Winners

<table>
<thead>
<tr>
<th>Place</th>
<th>Category</th>
<th>Budget</th>
<th>Organization</th>
<th>Event</th>
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<tr>
<td>1</td>
<td>63 Best Press/Media Kit</td>
<td>$250,001 - $750,000</td>
<td>City of McAllen</td>
<td>McAllen Holiday Parade Presented by H-E-B</td>
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<tr>
<td>2</td>
<td>63 Best Press/Media Kit</td>
<td>Over $750,000</td>
<td>Grapevine Convention &amp; Visitors Bureau</td>
<td>35th Annual Main Street Fest - A Craft Brew Experience Presented by Bank of The West</td>
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<tr>
<td>1</td>
<td>63 Best Press/Media Kit</td>
<td>Over $750,000</td>
<td>Washington’s Birthday Celebration Association</td>
<td>122nd Washington’s Birthday Celebration</td>
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<tr>
<td>1</td>
<td>64 Most Creative/Effective News Stunt</td>
<td>$250,001 - $750,000</td>
<td>City of McAllen</td>
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<tr>
<td>1</td>
<td>64 Most Creative/Effective News Stunt</td>
<td>Over $750,000</td>
<td>Washington’s Birthday Celebration Association</td>
<td>Stripes® Media/Celebrity Jalapeño Eating Challenge</td>
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<td>65 Best Media Relations Campaign</td>
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<td>2</td>
<td>66 Best Social Media Campaign</td>
<td>Under $75,000</td>
<td>Visit Mansfield</td>
<td>Music Alley</td>
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<td>1</td>
<td>66 Best Social Media Campaign</td>
<td>Under $75,000</td>
<td>McAllen Public Library</td>
<td>South Texas Book Festival</td>
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<tr>
<td>2</td>
<td>67 Best Mascot</td>
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<td>Quinta Mazatlan</td>
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<tr>
<td>1</td>
<td>67 Best Mascot</td>
<td>Under $75,000</td>
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<td>Rusty Rails</td>
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<td>1</td>
<td>67 Best Mascot</td>
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<td>Fiesta Flambeau Parade Association, Inc.</td>
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<td>1 Kaliff Zenith Award</td>
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<td>Washington’s Birthday Celebration Association</td>
<td>122nd Washington’s Birthday Celebration</td>
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