

# Marketing and Communications



## Call for Entries

*Awards of Excellence*

The Texas Association of Fairs and Events Awards of Excellence Competition recognizes fairs, festivals and events for outstanding promotions and superior examples of promotional and media initiatives. If you have produced or coordinated outstanding marketing programs, share them with your colleagues from around the state and gain the recognition your fair or event deserves. TAFE Marketing and Communications Awards allow members to learn from one another and share great ideas while also providing an opportunity to recognize the efforts of the staff, sponsors, volunteers and supporters who make our fairs and events possible. All Entries will be divided into 6 attendance categories. TAFE assumes no liability for entries that are lost or damaged in shipping. Entries will be displayed, however, TAFE assumes no liability for entries that are lost, stolen, or damaged from the display area. Items not picked up will become property of TAFE and/or discarded.

### WINNERS

The 2019 entries will be displayed and announced at the 2020 TAFE Annual Convention and Trade Show on January 10-13, 2020, at the Galveston Convention Center, Galveston, TX.

### JUDGING

A pool of judges will be assembled representing professionals in the areas of promotions, public relations, advertising, media relations and fair and festival planning and management. Judges' decisions are final.

### RULES FOR ELIGIBILITY

- Entries must be submitted by TAFE members in good standing.
- Entries must have been produced and used for the first time between **October 30, 2018 and October 29, 2019**.
- Entries will be limited to one item per category.
- **Any embellished entries will be disqualified. NO REFUNDS on disqualified entries.**
- Print entries must be submitted in their original format (no copies).
- Entries must be submitted individually, in compliance with the respective category requirements. **Multiple entries mounted on one board will be disqualified.**
- **The entry form shall be completed and returned with entries. Each entry shall be labeled (on the back) with a mailing label (handwritten or computer generated).**
- A fee must be paid for each entry as follows: \$30 for the Best Overall Award category and \$15 for **categories 2-43**.
- Judges decisions are final

### ENTRY PROCEDURE

1. Choose the categories you wish to enter.
2. **Fill out the entry form (front and back). Attach a label to the back of the entry. Completed entry form must accompany payment.** Mail entry form with payment and entry materials with form attached to:

**Ranch House Designs**  
1730 N. Richmond Rd., Wharton, TX 77488

### QUESTIONS

If you have any questions about your award entries, please contact Angela Ragland, [cwmarketing@tristatefair.com](mailto:cwmarketing@tristatefair.com)

**ENTRIES MUST BE RECEIVED BY WEDNESDAY, OCTOBER 30, 2019**

ALL ENTRY MATERIALS MUST BE RECEIVED BY 5 P.M. (CST) ON WEDNESDAY, OCTOBER 30 AT RANCH HOUSE DESIGNS IN WHARTON TEXAS. ENTRIES RECEIVED AFTER THE DEADLINE OR IN ANY OTHER LOCATION WILL NOT BE ACCEPTED OR JUDGED. ENTRY MATERIALS SUBMITTED ARE NOT GUARANTEED FOR RETURN.

# Marketing and Communications

## Entry Categories

### **Category 1-Best Overall**

This category reflects TAFE number one, best overall award category in the Ray Cammack Shows Awards of Excellence in Marketing and Communications competition. Plaques for first place only.

#### **Category 1-Best Overall Award**

- **Entry Submission Requirements:** SUBMIT ENTIRE AWARD ENTRY WITHIN ONE (1) BINDER OR BOUND MATERIAL. No decorated binders-use a plain notebook for entry submission.
- Photographs of promotional items are accepted in the binder.
- Please submit your entry in the order of the categories/questions listed below. Points will be awarded to the individual sections of your entry, in addition to the overall Judges Criteria points. Points awarded are listed below.

#### **I. Introductory Information: (20 points)**

**Within a maximum of 4 pages (total), provide an overview of your fair, festival or event's:**

- a. Fair/Festival/Event Date (s)
- b. Purpose/Mission
- c. History/Description of the Fair/Festival/Event
- d. Types of activities included under the fair/festival/event umbrella
- e. Overall revenue and expense budget
- f. Estimated Economic Impact
- g. Attendance Numbers & Demographics
- h. Staffing Numbers and Positions
- i. Volunteer count & Demographics
- j. Founding/Incorporating date and management system (i.e. 501(c)3 non-profit staff and volunteer board; city managed; profit-making partnership, etc.)

#### **II. Additional Requirements : (40 points)**

Include a detailed overview of EACH element of your fair, festival or event listed below, using no more than 2 pages per section. Make each section a separate tab in your binder in order for the judges to clearly identify them. If your fair, festival or event does not include one or more of the elements listed below, please provide an overview statement as to why your fair, festival or event does not include that element so as not to lose points.

- a. Promotional & Marketing Campaign (What was your overall message/slogan/image that you projected for your event this year?)
- b. Media Outreach (What was your target population, who received the message, what types of mediums did you utilize and who promoted your message)
- c. Website / Social Media / Multi-Media Programs
- d. Sponsor Program (Provide an overview of your overall sponsorship program – how many sponsors, who are they and what do they sponsor and total sponsorship funds.)
- e. Community Outreach Programs (such as environmental, educational, children's, charity etc.)
- f. Volunteer Program
- g. Merchandise Program
- h. Descriptions of any other Special Programs unique to your event.

- i. Competitive Events and/or Program
- j. Creative Arts Events and/or Program
- k. Agricultural Events and/or Program

### **III. Supporting Questions: (10 points)**

Please answer the following questions. (Maximum of 1 typed page per question.)

1. What did you do to update/change the fair, festival or event from the year before? Were the updates/changes successful?  
Please provide measurable results/examples.

*If the fair, festival or event is a new event, please answer the following question instead. What challenges/obstacles did you foresee/encounter in creating the fair, festival or event, and how did you handle them? Please provide measurable results/examples.*

2. What makes the fair, festival or event stand out as a state-wide recognized entity?
3. Why should the fair, festival or event win the Best Overall Award?

### **IV. Supporting Materials: (20 points)**

Within a MAXIMUM of 10 pages, provide any supporting material in this section of your entry.

#### **Judging Criteria: (10 points)**

Well organized; professional content; clarity of message; design and layout; creativity and/or uniqueness; supporting materials; and measurable results. Does the entry relay the image of the event? What is the overall impression? Have all requirements been met? Does the entry match the purpose/mission for the event?

Additional Notes:

- Be sure to answer and provide information for every section and element listed in the entry requirements. Failure to provide information for each section/element will result in a deduction of points.
- Entries submitted without all requirements satisfied may be deemed ineligible and may not be considered. Entry fees will not be refunded.
- Members submitting entries for Best Overall Award must register at least one person for the 2019 Texas Association of Fairs & Events Convention & Trade Show in Galveston, Texas or arrange for a representative to accept any award on your behalf.

**Please note:** This entry is separate from all other categories and divisions. Judges **will not** refer to items in another category, nor will items be taken from this entry into another category.

## **Category 2-Printed Materials**

### **Single Page Entries**

**Criteria:** Selection is based on clarity of message; design and layout; creativity or uniqueness; and overall appeal of each entry.

**Submission instructions:** Mount materials for each entry 2-5 and 9 on black poster board or black foam board with a **1/2" to 1" border**. Use explanation form for entry 9. Entries 7 and 8 may be folded or laid flat between other entries. Entry 6 can be mounted on billboard mount or black poster board or black foam board. **Multiple category entries mounted on the same board will be disqualified as will embellished entries. Scrapbook type items will be disqualified.** All entries must be submitted in original format.

2. Best Newspaper Ad — Black and white
3. Best Newspaper Ad — Color
4. Best Magazine Ad — Color or B&W
5. Best Program/Brochure/Flyer — Four or more colors (use form to explain, mount on back)
6. Best Promotional Advertising — Outdoor
7. Best Promotional Poster - ship flat, no mailing tube
8. Best Commemorative Poster-ship flat, no mailing tube
9. Best Miscellaneous Single Page Material (not a magazine ad) (use form to explain, mount on back)

### **Bound/Multiple-Page Entries**

**Criteria:** Selection is based on clarity of message; design and layout; creativity or uniqueness; organization; and overall appeal of each entry. **Submission instructions:** Submit actual, non-mounted, materials for categories 12-14. Items can be bound, spiral bound or in a three ring binder. Entries 10-14 must be submitted in original format.

10. Best Newsletter
11. Best Newspaper Insert/Supplement
12. Best Premium Book
13. Best Media Guide/Press Kit
14. Best Miscellaneous Multi-Page Materials (includes direct mail, cookbooks, annual reports, etc.) (use form to explain, attach to entry)

### **Category 3-Broadcast**

**Criteria:** Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression.

#### **Television**

**Submission instructions:** Submit TV entry on USB flash drive and label with the mailing label.

15. Best TV Commercial (one paid advertising commercial, :30 standard)

#### **Radio**

**Submission instructions:** Submit Radio entry on USB flash drive and label with the mailing label.

16. Best Radio Commercial (one paid advertising commercial, :30 or :60)

### **Category 4-Multimedia**

**Criteria:** Selection is based on the entry communicating the image of and pertinent information related to the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Noted by each category below.

17. Best Website—Submit URL of a working website. All websites will be judged 30 days prior to event opening.

18. Best Specialty Video (ie: YouTube, Video Clip embedded in website, Social Media)-Submit actual file on USB flash drive.

19. Best New Media Platform (ie: Smart Phone App, Mobile Website) - One page description with photos.

20. Best E-Newsletter—At least three issues submitted on a USB flash drive in .pdf file format.

### **Category 5-Social Media**

**Criteria:** Selection is based on the entry communicating the image of and pertinent information related to the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Please follow specific instructions on each entry. Please

Note: Social Media entries need to be on SEPARATE USB flash drives. If more than one Social Media entry is placed on the same USB flash drive – it will automatically be disqualified

21. Best Social Media Photograph (from a social media platform: Snapchat, Instagram, Twitter or Facebook) (mounted on black poster board or black foam board with a **1/2" to 1" border**.) One photo from the fairs social media campaign or a guest that tagged your event. Social branding must be included-not just a photo.

22. Best Social Media Promotion (can be submitted in a three ring binder or on USB flash drive)

23. Best Social Media Campaign (explain overall campaign-how sold to sponsor if applicable, and results. Can be submitted in a three ring binder or USB flash drive)

### **Category 6-Advertising Specialty/Merchandise**

**Submission instructions:** Submit each item with the label taped, pinned or tied to the item. Submit a one page description, with pictures, inserted into plastic sleeve, of how mascot is used for entry 27.

24. Best T-Shirt Design

25. Best Pin, Badge or Button (**one** pin, badge or button and no embellishments. **No sets or pin series-just one pin**)

26. Best Other Merchandise

27. Best Mascot-a day in the life of your mascot (include community and event photos)

### **Category 7-Community Relations**

**Submission instructions:** Submit entries for items 28-34 in separate binders or folders. Include samples and/or photos of how the program worked, including the printed materials, signage, promotions, and merchandising (if applicable).

28. Best Agricultural Education Program

29. Best Scholarship Program

30. Best Volunteer Program

31. Best Community Program

32. Best Gate Promotion (coat drives, food drives, etc.)

33. Best Environmental/Green Program

34. Best New Program (new to event for Oct. 30, 2018 through Oct. 29, 2019)

## **Category 8-Sponsorship**

**Criteria:** Professional content, creativity, measurable results and overall appeal. **Submission instructions:** Submit a three-ring binder, report cover, or spiral bound with a written description of the presentation, effectiveness and any necessary explanation and/or supporting materials.

35. Best Overall Sponsorship Program
36. Best Follow-Up Sponsorship Program

## **ASSOCIATE MEMBER (Vendors and/or Suppliers) AWARD CATAGORIES:**

For TAFE Associate Members only. **Criteria:** Selection is based on clarity of message; design and layout; creativity or uniqueness; and overall appeal of each entry. **Submission instructions:** Mount entries for items 37-43 on black poster board or black foam board with no more than a **1/2" to 1" border, if applicable.** Entry 38, 42 and 43 may be in a three ring binder or on a USB flash drive if desired.

Multiple category entries mounted on the same board will be disqualified.

37. Best Direct Mail Piece
38. Best Company Image Piece
39. Best Single Display Ad
40. Best Miscellaneous Item
41. Best Online Ad
42. Best Social Media Posts/Campaign
43. Best Email Campaign

**Please Note: Award plaques not picked up at the convention will be mailed to the recipient at the recipient's expense.**