

2017 TAFE Ray Cammack Shows Marketing & Communication Awards

#1	Category Name	# of people	Organization	Event
	<u>Best Overall Award</u>			
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
3		Under 50,000	Austin County Fair Association	Austin County Fair
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#2	<u>Best Newspaper Ad - Black & White</u>	<u># of people</u>		
1		Under 50,000	Austin County Fair Association	Austin County Fair
2		Under 50,000	Waller County Fair Association	Waller County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
2		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
3		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo

#3	<u>Best Newspaper Ad - Color</u>	<u># of people</u>		
1		Under 50,000	Waller County Fair Association	Waller County Fair
2		Under 50,000	Austin County Fair Association	Austin County Fair
3		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
1		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
2		50,001 - 100,000	Montgomery County Fair Association	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
3		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#4	<u>Best Program/Brochure/Flier - Interior three or fewer colors</u>	<u># of people</u>		
1		Under 50,000	Waller County Fair Association	Waller County Fair
2		Under 50,000	Austin County Fair Association	Austin County Fair
1		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1		100,001 - 250,000	Amarillo Tri-State Exposition	Tri-State Fair & Rodeo
#5	<u>Best Program/Brochure/Flier - Four or more colors</u>	<u># of people</u>		
1		Under 50,000	Grapevine Convention & Visitors Bureau	20th Annual Butterfly Flutterfly
2		Under 50,000	Waller County Fair Association	Waller County Fair
3		Under 50,000	Midland County Fair	8th Annual Midland County Fair
1		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
2		100,001 - 250,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
1		250,001 - 500,000	Grapevine Convention & Visitors Bureau	31st Annual Grapefest
1		1 Million +	Texas Department of Agriculture	Go Texan Pavilion-State Fair of Texas

#6	Best Promotional Advertising - Outdoor	# of people		
1		Under 50,000	City of McAllen	Games of Texas
2		Under 50,000	Calhoun County Fair Association	Calhoun County Fair
3		Under 50,000	Midland County Fair	8th Annual Midland County Fair
1		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
2		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
2		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
3		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#7	Best Promotional Poster	# of people		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Fayette County Fair Association	Fayette County Fair
3		Under 50,000	Austin County Fair Association	Austin County Fair
1		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
3		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Poteet Strawberry Festival Association	Poteet Strawberry Festival
2		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
3		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
1		1 Million +	Texas Department of Agriculture	Go Texan Pavilion-State Fair of Texas

#8	<u>Best Commemorative Poster</u>	<u># of people</u>		
1		Under 50,000	Austin County Fair Association	Austin County Fair
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo

#9	<u>Best Misc. Single Page Material</u>	<u># of people</u>		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Waller County Fair Association	Waller County Fair
3		Under 50,000	Flatonina Chamber of Commerce	Czhilispiel
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	Grapevine Convention & Visitors Bureau	33rd Annual Main Street Festival
3		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	Grapevine Convention & Visitors Bureau	31st Annual Grapefest
2		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#10	<u>Best Newsletter</u>	<u># of people</u>		
1		Under 50,000	Waller County Fair Association	Waller County Fair
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Tri-State Fair & Rodeo

#11	Best Newspaper Insert/Supplement	# of people		
1		Under 50,000	Austin County Fair Association	Austin County Fair
2		Under 50,000	Guadalupe Agricultural & Livestock Fair Association	134th Guadalupe County Fair & PRCA Rodeo
3		Under 50,000	Calhoun County Fair Association	Calhoun County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
2		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Poteet Strawberry Festival Assoc.	Poteet Strawberry Festival
2		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#12	Best Premium Book	# of people		
1		Under 50,000	Austin County Fair Association	Austin County Fair
2		Under 50,000	Waller County Fair Association	Waller County Fair
3		Under 50,000	Wharton County Youth Fair & Exposition	Wharton County Youth Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
1		250,001 - 500,000	Grapevine Convention & Visitors Bureau	31st Annual Grapefest

#13	Best Media Guide/Press Kit	# of people		
1		Under 50,000	Permian Basin Fair & Exposition	Permian Basin Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Grapevine Convention & Visitors Bureau	33rd Annual Main Street Fest
2		100,001 - 250,000	Poteet Strawberry Festival Assoc.	Poteet Strawberry Festival
3		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#14	Best Misc. Multi-Page Materials	# of people		
1		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
2		Under 50,000	Guadalupe Agricultural & Livestock Fair Association	134th Guadalupe County Fair & PRCA Rodeo
3		Under 50,000	Waller County Fair Association	Waller County Fair
1		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Poteet Strawberry Festival Assoc.	Poteet Strawberry Festival
2		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
3		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
1		1 Million +	Go Texan: Texas Department of Agriculture	State Fair of Texas

#15	Best TV Promotion	# of people		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Permian Basin Fair & Exposition	Permian Basin Fair
3		Under 50,000	Calhoun County Fair Association	Calhoun County Fair
1		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
3		100,001 - 250,000	Grapevine Convention & Visitors Bureau	31st Annual Grapefest
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#16	Best TV News Segment	# of people		
1		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
2		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
1		50,001 - 100,000	Galveston County Fair & Rodeo, Inc.	Galveston County Fair & Rodeo
1		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
3		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#17	Best Radio Commercial	# of people		
1		Under 50,000	Waller County Fair Association	Waller County Fair & Rodeo
2		Under 50,000	Permian Basin Fair & Exposition	Permian Basin Fair
3		Under 50,000	Midland County Fair	8th Annual Midland County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
3		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
#18	Best Radio Promotion	# of people		
1		100,001 - 250,000	North Texas State Fair Association, Inc.	North Texas Fair & Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
1		250,001 - 500,000	The Park of East Texas	East Texas State Fair
#20	Best Specialty Video	# of people		
1		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
2		Under 50,000	Austin County Fair Association	Austin County Fair
3		Under 50,000	Midland County Fair	8th Annual Midland County Fair
1		50,001 - 100,000	Galveston County Fair & Rodeo, Inc.	Galveston County Fair & Rodeo
2		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
3		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
3		100,001 - 250,000	Poteet Strawberry Festival Assoc.	Poteet Strawberry Festival
1		250,001 - 500,000	The Park of East Texas	East Texas State Fair
2		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#21	Best New Media Platform	# of people		
1		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
#22	Best E Newsletter	# of people		
1		Under 50,000	Waller County Fair Association	Waller County Fair
1		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo

#23	Best Photograph Series	# of people		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2 Tie		Under 50,000	Waller County Fair Association	Waller County Fair
2 Tie		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
1		50,001 - 100,000	Galveston County Fair & Rodeo, Inc.	Galveston County Fair & Rodeo
2		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
1		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#24	Best Social Media Promotion	# of people		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Wharton County Youth Fair & Exposition	Wharton County Youth Fair
3		Under 50,000	Austin County Fair Association	Austin County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
2		50,001 - 100,000	Montgomery County Fair Association	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
2		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo
3		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade

#26	Best Social Media Campaign	# of people		
1		Under 50,000	Permian Basin Fair & Exposition	Permian Basin Fair
2		Under 50,000	Flatonia Chamber of Commerce	Czhlispiel
3		Under 50,000	Austin County Fair Association	Austin County Fair
1		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
3		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo

#27	Best T-Shirt Design	# of people		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Austin County Fair Association	Austin County Fair
3		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
1		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
2		50,001 - 100,000	Comal County Fair Association	Comal County Fair & Rodeo
3		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair & Rodeo
3		100,001 - 250,000	Poteet Strawberry Festival Assoc	Poteet Strawberry Festival
1		250,001 - 500,000	Grapvine Convention & Visitors Bureau	GRAPESTOMP (31st Annual Grapefest)



#28	<u>Best Pin, Badge or Button</u>	<u># of people</u>		
1		Under 50,000	Austin County Fair Association	Austin County Fair
2		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
3		Under 50,000	Midland County Fair	8th Annual Midland County Fair
1		50,001 - 100,000	Montgomery County Fair Association	Montgomery County Fair & Rodeo
2		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
3		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
2		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
3		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo
1		250,001 - 500,000	Grapvine Convention & Visitors Bureau	31st Annual Grapefest
2		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#29	<u>Best Other Merchandise</u>	<u># of people</u>		
1		Under 50,000	Flatonia Chamber of Commerce	Czhilispiel
2		Under 50,000	Midland County Fair	8th Annual Midland County Fair
3		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
2		50,001 - 100,000	Pasadena Strawberry Festival	Pasadena Strawberry Festival
1		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
3		100,001 - 250,000	Fort Bend County Fair Association	Fort Bend County Fair and Rodeo
#30	<u>Best Mascot</u>	<u># of people</u>		
1		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
2		Under 50,000	Waller County Fair Association	Waller County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	Poteet Strawberry Festival Assoc.	Poteet Strawberry Festival
#31	<u>Best Agricultural Education Program</u>	<u># of people</u>		
1		Under 50,000	Grapevine Convention & Visitors Bureau	20th Annual Butterfly Flutterfly
1		50,001 - 100,000	Montgomery County Fair Association	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
1		250,001 - 500,000	The Park of East Texas	East Texas State Fair

#32	<u>Best Scholarship Program</u>	<u># of people</u>		
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Poteet Strawberry Festival Assoc	Poteet Strawberry Festival
2		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
#33				
	<u>Best Volunteer Program</u>	<u># of people</u>		
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
#34				
	<u>Best Community Program</u>	<u># of people</u>		
1		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Poteet Strawberry Festival Assoc	Poteet Strawberry Festival
2		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
3		100,001 - 250,000	Heart O' Texas Fair & Rodeo	Heart O' Texas Fair & Rodeo
#35				
	<u>Best Gate Promotion</u>	<u># of people</u>		
1		Under 50,000	Waller County Fair Association	Waller County Fair
1		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo
2		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
#37				
	<u>Best New Program</u>	<u># of people</u>		
1		Under 50,000	Waller County Fair Association	Waller County Fair
1		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
2		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Heart O'Texas Fair & Rodeo	Heart O'Texas Fair & Rodeo
2		100,001 - 250,000	North Texas State Fair Association, Inc	North Texas Fair and Rodeo
#38				
	<u>Best Sponsorship Program</u>	<u># of people</u>		
1		Under 50,000	Pickled Mansfield Society	World's Only St. Paddy's Pickle Parade and Palooza
2		Under 50,000	Midland County Fair	8th Annual Midland County Fair
3		Under 50,000	Trinity Valley Exposition	TVE Fair & Rodeo 2017
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
2		50,001 - 100,000	Brazoria County Fair Association	Brazoria County Fair
1		100,001 - 250,000	Poteet Strawberry Festival Assoc	Poteet Strawberry Festival
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
2		250,001 - 500,000	The Park of East Texas, Inc	East Texas State Fair

#39	<u>Best Follow-Up Sponsorship Program</u>	<u># of people</u>		
1		Under 50,000	Midland County Fair	8th Annual Midland County Fair
2		Under 50,000	Brazos Valley Fair & Rodeo	Brazos Valley Fair & Rodeo
1		50,001 - 100,000	Montgomery County Fair Associaiton	Montgomery County Fair & Rodeo
1		100,001 - 250,000	Amarillo Tri-State Exposition	Amarillo Tri-State Fair & Rodeo
1		250,001 - 500,000	City of McAllen	McAllen Holiday Parade
#40	<u>Best Associate Member Direct Mail Piece or Brochure</u>	<u># of people</u>		
1			Great American Entertainment Co.	
#41	<u>Best Associate Member Company Image Piece</u>	<u># of people</u>		
1			Great American Entertainment Co.	
2			Dooley Management Company	
#42	<u>Best Associate Member Single Display Ad</u>	<u># of people</u>		
1			Dooley Management Company	
#43	<u>Best Associate Member Misc. Item</u>	<u># of people</u>		
1			Kaliff Insurance	
2			Dooley Management Company	
3			Great American Entertainment Co.	