

CALL FOR ENTRIES

Ray Cammack Shows Award of Excellence

FOR MARKETING AND COMMUNICATIONS

The Texas Association of Fairs and Events Award of Excellence Competition will recognize 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. TAF&E's 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.

WINNERS

The 2009 Award Winners will be displayed and announced at the 2010 TAF&E Annual Convention and Trade Show on January 8-10, 2010, at the Renaissance Austin Hotel in Austin, Texas.

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 TAF&E members in good standing.
- Entries must have been produced and used for the first time between November 17, 2008, and November 2, 2009.
- Entries will be limited to one item per category.
- Print entries must be submitted in their original format (no copies).
- Entries must be submitted individually, in compliance with the respective category requirements. Multiple category entries mounted on the same board will be disqualified.
- Two separate forms must be completed and submitted for each entry. (copy as necessary)
- A fee of \$10 must be paid for each entry.

ENTRY PROCEDURE

1. Choose the categories you wish to enter.
2. Fill out **two forms per entry** you submit. **Attach one form to each entry and enclose the second form in an envelope with the payment. Filled-out entry forms must accompany payment.** Mail entry forms with payment and entry materials with form attached to:

Texas Association of Fairs and Events
Attn: TAF&E Marketing Awards Competition
P.O. Box 1025 or 734 South Washington Street (physical address)
Fredericksburg, Texas 78624
Phone: 800/990-1332

QUESTIONS

If you have any questions about your award entries, please call the TAF&E Office at 800/990-1332.

ENTRIES MUST BE RECEIVED BY MONDAY, NOVEMBER 2, 2009

ALL ENTRY MATERIALS MUST BE RECEIVED BY 5 P.M. (CST) ON MONDAY, NOVEMBER 2, AT THE TAF&E OFFICE IN FREDERICKSBURG, 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.

ENTRY CATEGORIES

Ray Cammack Shows Award of Excellence

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BEST OVERALL

This category reflects TAF&E's number one, best overall award category in the Ray Cammack Shows Award of Excellence in Marketing and Communications competition. In a three-ring binder, submit a detailed description of the event's overall promotional campaign, including attendance, paid staff size, volunteer count and exact overall event budget. Also include event mission statement and goals (one typed page or less). Sample items should include marketing materials, merchandise samples and descriptions of special programs. Displays are encouraged but **MUST** be limited to a single black 36" x 48" flat display board. **Oversized displays will be disqualified without refund.**

1. Best Overall Award

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.

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 category 2-6 on individual display boards. Multiple category entries mounted on the same board will be disqualified. Submit posters for item 7 in a mailing tube.

2. Best Newspaper Ad — Black and white
3. Best Newspaper Ad — Color
4. Best Program/Brochure/Flyer — Interior three or fewer colors
5. Best Program/Brochure/Flyer — Four or more colors
6. Best Promotional Advertising — Outdoor
7. Best Promotional Poster

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 8-11.

8. Best Newsletter
9. Best Newspaper Insert/Supplement
10. Best Premium Book
11. Best Miscellaneous Printed Materials (includes direct mail, cookbooks, annual reports, etc.)

BROADCAST

Television

Criteria: Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Submit video entries in standard 1/2" VHS format or DVD. Label videos or DVDs and tape the entry form to each case.

12. Best TV Promotion — Ad spot or PSA
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BROADCAST (CONTINUED)

Radio

Criteria: Selection is based on the entry communicating the image of the event, its creativity or uniqueness and its overall impression. **Submission instructions:** Submit radio entries on a labeled standard DVD or CD and tape the entry form to the case.

13. Best Radio Promotion — Ad Spot or PSA

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:** Submit the URL of a working website. All websites will be judged based on the content that appears on the site on the date of judging, unless a computer backup or hardcopy printout of the entire site is submitted with the entry form.

14. Best Website

ADVERTISING SPECIALTY / MERCHANDISE

Submission instructions: Submit each item with the entry form taped, pinned or tied to the item.

15. Best T-Shirt Design
16. Best Pin, Badge or Button
17. Best Other Merchandise

COMMUNITY RELATIONS

Submission instructions: Submit entries for items 18-21 in separate three-ring notebooks with a detailed, typed description of the program, explaining the background of the project, its purpose/objectives and its overall effectiveness. Please include samples and/or photos of how the program worked, including the printed materials, signage, promotions, merchandising and measurable results.

18. Best Agricultural Education Program
19. Best Scholarship Program
20. Best Volunteer Program
21. Best New Promotion

SPONSORSHIP

Criteria: Professional content, creativity, measurable results (22 and 23) and overall appeal. **Submission instructions:** Submit items 22 through 24 in separate three-ring notebooks with a written description of the presentation, effectiveness and any necessary explanation.

22. Best Sponsorship Solicitation Package
23. Best Single New Sponsorship Program
24. Best Sponsor Follow-Up Report

ASSOCIATE MEMBER

For TAF&E 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 25-27 on individual display boards. Multiple category entries mounted on the same board will be disqualified.

25. Best Direct Mail Piece or Brochure
26. Best Company Image Piece
27. Best Single Display Ad

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

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2009 ENTRY FORM

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There is a \$10 fee for each category entered. Follow the instructions on the call for entries form (Page 1). Send payment, **two** completed forms per entry (**1 form per entry in payment envelope and 1 form attached to each entry**) and entry materials to: Texas Association of Fairs and Events, P.O. Box 1025, Fredericksburg, Texas 78624 (mailing address) or 734 South Washington Street, Fredericksburg, Texas 78624 (physical address). The phone number is 800/990-1332. **Each Entry must have 2 forms—1 in payment envelope, 1 attached to entry!**

1. Fair, Festival, Event Information

Complete form twice for each individual entry. (Hint: For multiple entries, complete Sections 1 & 3, make copies, then fill out entry information.)

Organization _____

Name of Event _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Event's Overall Attendance:

_____ Under 50,000 _____ 500,001-1 million

_____ 50,001-100,000 _____ Over 1 million

_____ 100,001-500,000

2. Entry Information

Division Title (i.e. **Single-page Ads**) _____

Category # & Name (required) (i.e. **7. Best Poster**) _____

For merchandise categories, please include the name of the supplier _____

Brief description of the entry _____

3. Payment Information

Total number of award entries _____ x \$10.00 each = \$ _____ (Total amount due)

Payment method:

_____ Check (Check # _____)

_____ Credit Card _____ Visa _____ MasterCard _____ Discover

Credit Card Number _____ Exp Date _____

Cardholder Name _____ Signature _____

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