Washington Festivals & Events Association

<u>Pacific Northwest Summit Awards - 2018</u>

<u>Budget Categories</u>

Events of all sizes are encouraged to submit entries. You will be judged among your peers in the same event budget category so you are competing with festivals with similar budgets. There are three event budget categories:

- $49,999 and under
- $50,000 - $249,999
- $250,000 and over

Please submit each entry in one of these event budget categories. **Budgets should include the entire budget for the event that you are entering, including all in-kind services.**

<u>Deadlines & Pricing</u>

- **Entry deadline - March 2nd at 11:59pm.**
- Applications will only be accepted for events that occurred between January 1, 2017 and December 31th, 2017.

<u>Rules & Policies</u>

1. Only WFEA members are eligible to submit entries.

2. You may only submit ONCE PER CATEGORY for each event you produce however you may enter in as many categories as you would like.

3. Entries must have been produced and/or utilized between January 1, 2017 and December 31, 2017.

4. Please pay close attention to the submission requirements. If submission requirements are not met, your entry may not be judged.

5. All entries become the property of WFEA. WFEA assumes no liability for items lost, taken, or damaged.

6. All entries must be submitted by March 2nd, 2018.

<u>Judging</u>

Entries are judged by professionals in their fields of radio, television, photography, website development, promotions, graphics, advertising, public relations, marketing, social media, and special event production. The entries are judged through a point system based on the criteria listed for each category.

Please Note: WFEA gives "best in category" and two runner-up awards, unless in the opinion of the judges, no award is merited. The judges reserve the right to give multiple awards in a category if scores are tied. WFEA reserves the right to combine award categories.

Award Categories & Judging Criteria

Category	Judging Criteria	Submission Requirements
Printed Materials • Brochure / Postcard / Direct Mail Piece • Promotional Poster • Program / Event Guide • Tickets & Invitations • Event Recap / Annual Report	Is the item's message informative, clear, concise, compelling enough to engage the audience, easy to understand, possess exceptional design features and is it original? Judging done online	Submit a digital PDF or JPEG of the item.
Outdoor Advertisement Examples of outdoor advertising include, but are not limited to, overthe-street signage, street pole banners, bus signs, vehicle wraps/signs, sidewalk signage, billboards, trash can wraps, etc.	Is the message informative, clear, concise, compelling enough to engage the audience, easy to read, have visual impact, and original? Judging done online.	Submit a digital PDF or JPEG image of advertisement.
PR / Media Campaign Includes Press Kit, Overall Media Campaign, Press Conferences, Publicity Stunts	Is the content creative and wellorganized with a clear message? *Judging done online.*	Submit a digital PDF.
Photo (Black & White or Color)	Does the photo have original and exceptional composition, use of light and color, and evoke an emotion or leave an impression? *Judging done online.*	Submit a digital jpeg of the photo image
Promotional Item Examples of promotional items include, but not limited to, souvenirs, hats, mugs, pins, volunteer / sponsor recognition items	Is the promotional item original, have visual impact, and serve a purpose for its target market? *Judging done in person.*	Submit a digital jpeg of the production.
Tee-Shirt Collared shirts should be entered under Promotional Items. Examples include promotional shirts for sale and not for sale and volunteer shirts.	Does the tee-shirt display good use of design and originality? *Judging done in person.*	Submit a digital jpeg of front and back of t-shirt

Broadcast Media • Television Program, Ad, PSA or YouTube Promotion Video • Radio Program, Ad or PSA	Is the message informative, clear, concise, compelling enough to engage the audience, original, and have impact? *Judging done online.*	Submit YouTube link to video or upload to online application.
Multimedia Marketing • Website • Mobile App • Social Media Pages – Facebook – Twitter – Instagram – Other	Is the website/page/app informative, clear, concise, compelling enough to engage the audience, easy to navigate, have visual impact and does it possess exceptional design features and display originality? *Judging done online.*	For Website, Mobile App and Social Media Pages: Submit link to webpage, social media site or app download link. For Social Media Ad Campaign: Submit supporting documentation showing ad results.
Programming • Volunteer Program • Green Program • Educational Program • Multi-Agency Collaborative Program • Community Outreach • Program • Sponsor Partnership *Entry should highlight a specific sponsor that stands out above all others.* • Social Media Ad Campaign	Does the program serve a purpose or objective, involve and benefit all partners, produce measurable results and is it an original idea? *Judging done online.*	Submit required documents online. **REQUIRED DOCUMENTATION:** • Introduction & Background of main event and program • Effectiveness of Program • Partner Involvement **SUPPORTING DOCUMENTATION:** • Printed Materials • Promotional / Marketing / Media Materials • Supporting Photographs • Measurable Results