

Note: Award entires can be mailed or delivered to the annual conference!

The South Carolina Festival and Event Association is excited to offer this year's **Excellence Awards** to its members. This year's program is designed to provide an avenue to celebrate the best from South Carolina.

While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look at our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition.



Awards Categories:

Category A – Budget of \$50,000 or under

Category B – Budget of \$50,000 and above

Rules for Submitting Nominations:

- Submit early. Don't let postal delays or weather storms keep your entry from being considered.
- In recommendation letters, give details, tell the stories, and help the judges really understand the full impact of the situation. *Recommendation letters do not count against your page maximum.*
- Complete one form for each submission.
- Please adhere to the page maximum or your submission will be disqualified.
- Submit one check to pay for all your submissions, but identify the check # on each form.
- Please indicate if you need to have your submission returned and pick up your award submissions after the dinner. We like to display the winners and unique items during the conference. We know everyone is in a hurry to pack, but please pick up items you want returned.

Deadline for MAILED award submissions: Wednesday, January 17, 2018 (arrive by date)

Entries not mailed will be accepted at the conference Sunday, January 21 by 7:00pm. Judging will take place Monday, January 22.

Each festival limited to 6 entries

Questions?

Awards Committee: Jayne Scarborough (803) 385-6800

SCFEA: Brandi Griffith (843) 614-2357

Overall Recognition: One winner will be selected for the following awards:

Please adhere to the page maximum or your submission will be disqualified.

- 1. Event of the Year** – This award recognizes the most outstanding event or festival of the year. One overall winner will be selected. Nominations must include a typed mission statement, goals of the event, estimated attendance, paid staff size, volunteer base, schedule of events, overall budget, and a detailed description of the event’s promotional campaign, special events, as well as samples of merchandise. ***Submission are limited to 2 pages typed maximum and a display board of supporting material which should be limited to a standard tri-fold display board that is 36” x 48”.***
- 2. Director of the Year** – This award recognizes excellence in event management. Nominees should have demonstrated leadership, competence, achievement, ethical standards and a strong commitment to the festival industry. Please include a description of the nominee’s contributions to the festival industry, as well as to their particular festival or event. ***Submissions are limited to 1 page typed maximum.***
- 3. Volunteer of the Year** - We are looking for that special individual or group that is invaluable to the success of your festival or event. Please include a detailed description of what this person or group does to make your event a success and why you feel they deserve the award. ***Submissions are limited to 1 page typed maximum.***
- 4. Associate Member of the Year** – This nominee must be a member of the SCFEA. This is an associate member that provides a service or product to your festival and/or event, but is not directly engaged in the management of the event. This award is given to associate members who have shown exceptional leadership and cooperation in assisting event staff to meet their goals. Please include a detailed description of what the member does that sets them apart and why they deserve this award. ***Submissions are limited to 1 page typed maximum.***
- 5. Rising Star Award** – This award is given to recognize new events or festivals under 5 years old. We are seeking events that provide a unique experience for their community. Please include when the event started, the goal, focus or purpose of the event, a listing of the key partners for the event, overall budget amount, estimated attendance and summary of growth, and basic event information such as schedule, promotions and merchandise. ***Submissions are limited to 1 page typed maximum.***
- 6. Green Award** – This award is given to recognize the event or festival that strives to reduce, recycle and reuse. Each year our events and festivals have a major impact on the environment. We are searching for the event that has made strides to minimize its footprint. Please include goals, strategies for reduction of waste, changes made to lessen the waste impact and your results, and examples of how your event is “greener”. ***Submissions are limited to 1 page typed maximum.***
- 7. Mascot Award** – This award is given to recognize the event or festival that has the best festival/event mascot. We are searching for the festival mascot that brings your festival to life, adds that special flare, and the mascot that kids love. Please include no more than 1 image and 1 video of your mascot in action. ***Submissions are limited to 1 page typed maximum.***

Event Recognition:

Each of the following will have two winning events/festivals in the budget categories of \$50,000 and under and \$50,000 and over.

Please adhere to the 1 example per entry or your submission will be disqualified.

8. **Best Digital Media/Marketing** - TV, Radio, Internet, website, social media, blogs, digital billboards, signs, apps, etc. **-Please submit only 1 example per entry**
9. **Best Print Media/Marketing** – printed items can include newspaper, magazine, or billboard ads, brochures, flyers, window clings, table tents, maps and any additional print items
- Please submit only 1 example per entry
10. **Best Event Poster** – promotional or fine arts image or graphic **-Please submit only 1 example per entry**
11. **Best T-shirt** – includes one or multi-color printed shirts **-Please submit only 1 example per entry**
12. **Best Merchandise** –pins, ornaments, cups, bags, give away items, clothing (excluding t-shirts), etc **-Please submit only 1 example per entry**

On-Site Recognition:

13. **Best Conference Exhibitor** - people's choice voted on during conference, no entry required, all exhibitors will be eligible.

Letters of Recommendation:

Letters should be attached to the entry form. All letters are preferred to be typed and printed on letterhead verifying the letter's origination. *Recommendation letters do not count against your page maximum.*

2017 Award Policies & Procedures

Eligibility & Entry Procedures

- ★ All nominees must be a SCFEA member, or representative of a SCFEA member event, in good standing. Any events being nominated must be a member of the association.
- ★ While many of the award categories lend to self-nomination, we encourage all planners and associates to take a wider look at our membership and submit nominations for other members who are leaders, do outstanding work and deserve recognition.
- ★ Materials submitted must have been used for the first time between Jan. 1 – Dec. 31, 2017.
- ★ Each entry form must be completed in its entirety and accompanied by the entry fee. Submissions without payment are considered incomplete and will not be considered for review. You can submit 3 entries for \$15 or 4-6 entries for \$25. **Each Event is limited to 6 entries.**
- ★ Each item submitted must be on its own entry form.
- ★ Each individual item/entry must be clearly labeled and identified on the back of the item.
- ★ The judges are professionals in the area of events, promotions, graphics and/or public relations. Reviews of submissions are held prior to the conference and kept confidential. Only the applicant will be allowed to request copies of the score sheets.
- ★ Award Committee members may not submit nominations, but members of their festival/event may. Having a member on the Award Committee does not exclude your event from awards as the judging and review are done by professionals, not the Award Committee itself.
- ★ The Excellence Award Winners will be announced during the 2018 Conference Awards lunch held on Tuesday, January 23. All winners are kept confidential until the dinner. You do not need to be present to win. Winners will be posted on the SCFEA website after the conference.
- ★ Mailed entries must be received by **Wednesday, January 17. Entries will also be accepted at the conference on Sunday, January 21 by 7:00pm.** Incomplete and late entries will not be accepted for judging.
- ★ Pick up of award entries is immediately following the Awards Luncheon. Any items not retrieved by end of Awards ceremony Tuesday, January 23, the final day of the conference, become the property of SCFEA and may be used for their benefit.
- ★ We must receive at last 3 nominations per category for an award to be presented.
- ★ Submissions must be for festivals and events who are current members of the SCFEA. Public information campaigns or public programs will not be considered.

Award Categories

Event awards will recognize the top festival or event from the following categories:

Category A – Budget of \$50,000 or under

Category B – Budget of \$50,000 and above

Application



Award #: _____ **Award Name:** _____

Category: (select one)

- Category A –Budget of \$50,000 or under
- Category B –Budget of \$50,000 and above

Event Name: _____

Contact Name: _____

Organization: _____

Mailing Address: _____

City

State

Zip

Phone: _____ Alternate Phone: _____

Email: _____

★ **Name of Nominee** (for individual awards) : _____

Nominee Address: _____

Nominee Phone: _____

Nominee Email: _____

Letter of recommendation is attached.

Do you want your entry returned? **Yes** **No – Please donate to the door prize collection.**

*Any items not picked up by end of the final day of the conference become the property of SCFEA and may be used for the benefit of the association.

\$15 entry fee attached - Payment must be received at time of entry.

For up to 3 entries

\$25 entry fee attached - Payment must be received at time of entry.

For up to 6 entries

Each event is limited to 6 entries.

Submit mailed entries to:

SCFEA Excellence Awards

c/o Brandi Griffith

102 Britton Lane; Charleston, SC 29418

Make checks payable to: SCFEA

All entries mailed must arrive by:

Wednesday, January 17, 2018