

2010 CAROLINA SHOWFEST EXCELLENCE AWARDS



The Carolina ShowFest Awards Committee is excited to offer this year's Excellence Awards to members of the South Carolina Festival & Event Association and the North Carolina Association of Festivals & Events. This year's awards program is designed to accommodate the needs of members from each state in a joint awards program. Each state plans to resume their previous awards format at individual conferences in 2011.

Eligibility & Entry Procedure

- All entries must be submitted by a SCFEA or NCAF&E member in good standing for materials used for the first time between January 1, 2009 and December 31, 2009. Each entry form must be completed in its entirety and be accompanied by the \$5 entry fee. Each entry must be on its own entry form.
- Each individual entry/item must be clearly labeled and identified; photos must be framed or mounted.
- Entries must be submitted in their original format (duplicates or printing proofs will not be accepted).
- The judges are professionals in the areas of graphics, promotions, event planning and public relations.
- The 2010 Carolina ShowFest Excellence Award Winners will be announced during the Carolina ShowFest Conference Awards Luncheon on at the Charlotte University Hilton on Monday, February 1, 2010.
- All entries must be submitted no later than 4:00 pm on January 8, 2010. On site entries will **NOT** be accepted!

Budget Groupings

There will be two winners from each of the award categories 1-11. One winner will be chosen from each of the following budget groupings: 1) Festivals/events with budgets of \$50,000 & under; and 2) Festivals/events with budgets of \$50,001 & over

For categories 1-11, one overall winner will be chosen in each budget grouping. A winner from each state will be chosen in the categories of Director of the Year, Sponsor of the Year and Volunteer of the Year. In the category of Associate of the Year and Event of the Year, one overall winner will be awarded. The Event of the year will also have runner-ups from each state and will also receive an award. In the categories of Best Poster and Best T-shirt, a 1st and 2nd place winner will be awarded if there are more than six entries in a budget grouping. In the category of Best Exhibitor, one overall winner will be voted on by conference delegates and announced during the awards luncheon.

Award Categories

1. Best Mass media Production - TV or Radio (ad spot or PSA)
2. Best Mass Media Piece - Print (newspaper ad, magazine ad, billboard, etc.)
3. Best Website
4. Best Brochure
5. Best Poster (commemorative or promotional)
6. Best Event Photo
7. Best Miscellaneous Printed Material (event programs, invitations, calendars, etc.)

8. Best Sponsorship Packet
9. Best Press Kit
10. Best T-shirt
11. Best Merchandise (includes clothing, other than t-shirts, pins, ornaments, cups, etc.)
12. Best Non-Event Entry for Suppliers or Associate Members (includes single display ad, company image pieces including letterhead, envelopes, logo, direct mail piece, brochure, etc.)
13. Best Exhibitor (no entry form required; all exhibitors at ShowFest are eligible)
14. Best Volunteer / Volunteer Group (one award per state)
We're looking for that special person or group that is invaluable to the success of your festival or event. Please include a detailed description of what this person/group does to make your event a success and why you feel they deserve this award. One page typed maximum please.
15. Sponsor of the Year (one award per state)
This award is given to recognize a business, civic or service organization whose outstanding financial and/or manpower support to the festival/event sets an example for others in the community to follow. Please include a detailed description of what this sponsor has done for your event and why they deserve this award. One page typed maximum please.
16. Associate of the Year (SCFEA) / Supporting Member of the Year (NCAF&E) (one regional winner).
A supporting member or business that provides a service or product to the festival industry, but is not directly engaged in the management of a festival. This award is given to Supporting/ Associate Member of SCFEA and/or NCAF&E who has shown exceptional leadership and cooperation in assisting festival staff to meet their goals. Please include a detailed description of what this member does to set them apart and why they deserve this award. One page typed maximum please.
17. Director of the Year (one award per state)
This award recognizes excellence in event management. Candidates should have demonstrated leadership, competence, achievement, ethical standards, and a strong commitment to the festival industry. Please include a brief description of the candidate's contribution to the festival industry as well as to their particular festival/event. Two page typed maximum please.
18. Event of the Year (one regional winner and a runner-up from each state)
Does your event deserve the title? Submit a typed mission statement and goals of the event, estimated attendance, paid staff size, volunteer base and overall event budget. Also include a detailed description of the event's promotional campaign, as well as merchandising and special programs. Three page typed maximum and display of supporting materials is limited to two by four feet.

