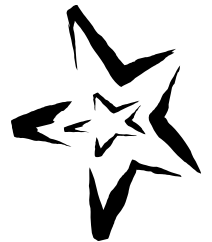




Carolina ShowFest 2011

Stars of the Carolinas Award Winners

The North Carolina Association of Festivals & Events and the South Carolina Festival and Events Association are proud to announce the 2010-2011 *Stars of the Carolinas Award* winners. The winners were announced at the Carolina ShowFest 2011 convention held at the Hyatt Regency Hotel in Greenville, SC on January 24, 2011. The convention was attended by more than 300 festival event planners and professionals from both North and South Carolina. Associate members from sound, lighting, entertainment and a variety of festival logistics companies participated, hosted an exhibit hall and several showcases. The "Stars of the Carolinas Awards" allows the associations to honor and recognize the best of the best in the festival and events industry.



Overall Event of the Year:

One winner selected from all the events

NC Seafood Festival

Morehead City, NC

Overall Recognition:

One winner from South Carolina and one winner from North Carolina were selected for the following awards:

1. Event of the Year

NC – Fayetteville Dogwood Festival – Fayetteville, NC

SC – ChristmasVille – Rock Hill, SC

2. Director of the Year

NC – Oyster Festival, Shallotte, NC – Kelly Matthews

SC – Aiken's Makin', Aiken, SC - Dianne Philips

3. Volunteer of the Year

NC – Sneads Ferry Shrimp Festival – Jacksonville, NC

SC – Aiken's Makin' – Aiken, SC

4. Sponsor of the Year

NC – Sneads Ferry Shrimp Festival – Sneads Ferry, NC
SC – Aiken’s Makin’ – Aiken, SC

5. Associate Member of the Year

NC – LogoPros – Charlotte, NC
SC – Pyrotechnico – Charleston, SC



6. NEW! Rising Star Award

NC – New Year’s Eve Party in the Park – Fayetteville, NC
SC – Yellow Jessamine Festival – North Augusta, SC

7. NEW! Green Award

NC – NC Seafood Festival – Morehead City, NC
SC – (no entries)

Event Recognition:

Each Event Award had three winning events/festivals in the categories of (1) small – operating budget under \$25,000, (2) medium- operating budget of \$25,000-\$65,000 and (3) large-operating budget over \$65,000. Selections were made combining SCFEA and NCAF&E entries, for the following awards:

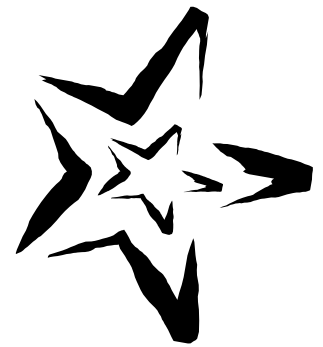
8. Best Non-Print Media - TV, Radio, Newspaper, Internet or PSA

- a. **Small:** no entries
- b. **Medium:** Oyster Festival – Shallotte, NC
- c. **Large:** ChristmasVille – Rock Hill, SC

9. Best Brochure – tri-fold, bi-fold, color or black & white, submit your best overall brochure

- a. **Small:** Swansboro Rotary King Mackerel Tournament – Jacksonville, NC
- b. **Medium:** BBQ on the Neuse – Kinston, NC
- c. **Large:** Come-See-Me Festival – Rock Hill, SC

- 10. Best Print Media** – printed includes newspaper ad, magazine, billboard, flyers, handouts and additional print items such as programs, invitations, calendars, etc... (excluding brochures)
- a. **Small:** Jazz on the George – Goldsboro, NC
 - b. **Medium:** Spring Daze Arts & Crafts Festival – Cary, NC
 - c. **Large:** Aiken’s Makin’ – Aiken, SC
- 11. Best Event Website** – internet presence or social media
- a. **Small:** US Women’s Disc Golf Championship – Jacksonville, NC
 - b. **Medium:** BBQ on the Neuse – Kinston, NC
 - c. **Large:** The Barbecue Festival – Lexington, NC
- 12. Best Event Poster** – promotional or fine arts image or graphic
- a. **Small:** First People Art Festival - Goldsboro, NC
 - b. **Medium:** Wilson Whirligig Festival - Wilson, NC
 - c. **Large:** NC Seafood Festival - Morehead City, NC
- 13. Best Event Photo** – color or black & white
- a. **Small:** MARSOC Mud Run - Jacksonville, NC
 - b. **Medium:** Spring Daze Arts & Crafts Festival – Cary, NC
 - c. **Large:** SC Pecan Festival – Florence, SC
- 14. Best Sponsorship Packet** – includes printed and web based information
- a. **Small:** no entries
 - b. **Medium:** no entries
 - c. **Large:** MCCS New River Air Show – Jacksonville, NC
- 15. Best Press Kit** – includes printed and web based information
- a. **Small:** no entries
 - b. **Medium:** 4th of July Celebration – Jacksonville, NC
 - c. **Large:** The Barbecue Festival – Lexington, NC
- 16. Best T-shirt** – includes one or multi-color printed shirts
- a. **Small:** The Patriot Challenge – Danville, VA
 - b. **Medium:** Bright Leaf Brew Fest – Danville, VA
 - c. **Large:** Spartansburg International Festival – Spartansburg, SC



17. Best Merchandise –pins, ornaments, cups, give away items, clothing (excluding t-shirts), etc...

- a. **Small:** NC Herring Festival baseball cap – Jamesville, NC
- b. **Medium:** NC Pickle Festival baseball cap – Mt. Olive, NC
- c. **Large:** ChristmasVille wine & coozie – Rock Hill, SC

Associate Member Recognition:

One winner was selected for each award, combining SCFEA and NCAF&E entries for the following awards:

18. Best ShowFest Exhibitor - people’s choice voted on during conference

Winner: Palmetto Amusements – Lexington, SC

19. NEW! Best Service Provider Associate –associate members that provide outstanding service

Winner: Nature’s Calling – Charleston, SC

20. NEW! Best Associate Website - associate members best website

Winner: LogoPros – Charlotte, NC

