



## Southeast Festivals & Events Association Kaleidoscope Awards 2018 Nomination Guidelines and Instructions



Designed to recognize the marketing, programming and overall event, the Southeast Festivals and Events Association Kaleidoscope Awards acknowledge the highest level of achievement in the festival and event industry throughout the southeast United States. Gain the recognition you deserve for your event, volunteers, staff and sponsors! The awards presentation will take place at the 2018 SFEA Annual Conference February 26, 2018 in Murfreesboro, TN.

### Eligibility

- The event must be located within the southeast U.S.: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.
- Nominated event must have occurred in the calendar year 2017.

### Rules

- Please pay close attention to the submission requirements. If submission requirements are not met, your entry may not be judged.
- **Each organization must include one jump drive with your master entry form.** On this jump drive, include a folder for each category you are entering. In these folders include photographs, logos and any other support files in .jpeg, .gif or .pdf format. **This is not in lieu of a hard copy. Label jump drive with organization/event and place with master form.**
- All entries must include payment at time of submission. Payment for all entries may be made in one check included with the entries or by credit card information included on the **master form**.
- Three awards will be given in each category: gold, silver and bronze. Judges reserve the right to present special awards or not to present an award in a particular category.
- **Those applying for Best Festival must have a representative from its organization attend the Annual Conference.**
- Entries will be displayed during the SFEA annual conference and may be picked up Tuesday evening or Wednesday morning. Unclaimed entries will not be returned. SFEA assumes no liability for items lost, taken, or damaged.
- Decisions of the judges are final. It is anticipated that one award will be presented in each category.

### Judging

All entries will be evaluated by a panel of judges who are recognized professionals in the areas of event planning, marketing, tourism and public relations. Entries will be judged based on overall appeal of entry as well as originality, creativity and effectiveness. Neither SFEA staff nor SFEA board of directors are part of the judges' panel.

### Checklist

- **Make the appropriate number of copies of entry form – one form for each entry is required.**
- Complete the rest of the application, noting the appropriate category and attach it to each individual entry.
- **Create one master form and check all entries. Master form must include payment information.**
- Include a one (1) paragraph to one (1) page summary of why the nomination is deserving of the award.
- Appropriate materials must be placed on master jump drive (photographs, logos, etc.)
- Support nomination with brochures, articles, collateral, posters, special promotions, etc.

### Mailing address for nominations:

SFEA Kaleidoscope Awards  
Attn: Brenda Pierce  
1820 Lakehill Circle  
Lewisburg, TN 37091

### FINAL Deadline: January 19, 2018

You may ship all your entries in **one box**. You may make your payment in **one check or pay by credit card**. Submissions must be mailed and arrive before or on the deadline; we recommend mailing submissions early. Items received after Friday, January 19, 2018, 5 p.m. CST will not be accepted and will be returned.

## 2018 SFEA Kaleidoscope Awards Categories

Please note that several new categories have been added and some categories have been tweaked. Please read the requirements for the categories you wish to enter to be able to submit your very best entry. The early bird deadline is December 15, 2017. The final deadline is January 19, 2018. The awards will be presented at the annual conference on February 26, 2018. We encourage you to get started today!

### Best Festival or Event

The nominated events should show a high level of organization, event production and community involvement. Factors that influence selection include attendance growth, pioneering marketing and superior promotional efforts. Submit a detailed description of the event including supporting materials, photos, brochures, evaluations/testimonials from community leaders, printed materials, etc. that support the overall event. Two (2) awards will be given based on budget (under \$75,000 and over \$75,000). Nominees must provide financial documentation (budget spreadsheet) in the budget category in which it has chosen to be judged. **Submit materials in a 3-ring binder. Include the category on the binder spine. Include photos and logo on the master jump drive.**



### Best New Event

This is for a new event started in 2017. The new event must be a stand-alone event and not a part of - or in conjunction with an existing event. Submit a detailed description of the event including supporting materials, photos, brochures, evaluations, budget, site plan, printed materials, mission statement etc. that support the overall event. **Submit materials in a 3-ring binder. Include the category on the binder spine. Include photos and logo on the master jump drive.**



### Best Sponsor

Nominate a sponsor who has helped lift the visibility of the event. Submit a detailed description of the sponsor including testimonials of the sponsor. Focus on the impact the nominee had in 2017. **Include photos and the sponsor's logo on the master jump drive.**

### Best Volunteer

Submit a detailed description of the volunteer **including photos (hard copy and on the master jump drive)**, testimonials and the story behind the nomination.

### Best Event TV Ad or PSA

Is the message informative, clear, concise, compelling enough to engage the audience, original, and have impact? **Submit your ad on the master jump drive.**

### Best Festival or Event Website

Is the website 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? **Submit web address.**

### Best Event Social Media Marketing

Examples of social media marketing include, but are not limited to FaceBook, Twitter, Instagram, YouTube, webcasts, blogs, podcasts, Flickr, Pinterest, Linked In, GooglePlus, etc. Is the page 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? **Submit link to social media site.**

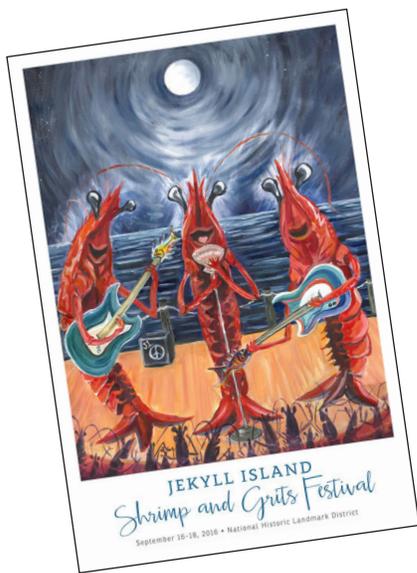
### Best Other Merchandise

Submit an actual merchandise item. Does the item relay the image of the event? Is the item creative and/or unique? **Original sample is required. Nomination form should be included with the item. Include a digital image of the item on the master jump drive.**

### Best Vendor/Supplier

Entry should highlight a specific vendor or supplier to the festival/event that stands out above all others. Describe how the vendor/supplier stands out over all other vendor/suppliers at your event. **Include photos and the vendor's logo on the master jump drive.**





### Best Event Program or Brochure

Clarity of message, design, layout and creativity will be examined. Describe how this year's program differs from last year's. **Include 2 samples of the program or brochure. Include a digital image of the program cover on the master jump drive.**

### Best Promotional Poster

Submit a detailed description of the poster, the backstory of how the poster was created and how it represents the event. **Original poster must be submitted. Include a digital file of the poster on the master jump drive.**

### Best Marketing Campaign

This category includes your overall media plan and your press kit. Judges will evaluate if the content is creative and well organized with a clear message? Include original, printed materials. **Submit in a 3-ring binder. Include the category on the binder spine. Include photos and any logos on the master jump drive.**

### Best Print Ad

Is the ad's message informative, clear, concise, compelling enough to engage the audience, easy to understand, possess exceptional design features and is it original? Include original, printed examples of the ad. **Include the ad as a pdf file on the master jump drive.**

### Best Festival or Event Video

Does the entry relay the image of the event? Is the item creative and/or unique, well organized with a clear message. What is the overall impression? Entry should be viewable in Windows Media Player or QuickTime. **Submit the video on the master jump drive.**

### Best Event Photograph

Submit a detailed description of the image, the backstory of how the picture came into being and how it represents the event. **Include one (1) original photograph per entry in physical form as well as on the master jump drive.** *Note: only 1 photograph, chosen by you, per entry/nomination will be accepted. If there is more than one photograph in the entry, the nomination will be disqualified.*



### Best Festival or Event T-Shirt

Submit a detailed description of the concept of the t-shirt, how it was created and how it represents the event. **Original sample is required. Include a digital image of the t-shirt on the master jump drive. Nomination form should be pinned/secured to the shirt. Only one design per event will be accepted. \*Please note these become the property of SFEA and may not be returned.**



### Best Event within an Event

Submit a detailed description of an event within an event. Judges will be seeking creativity, organization and rollout of this mini-event; include supporting materials. **Submit in a 3-ring binder. Include the category on the binder spine. Include photos and any logos on the master jump drive.**

### Best Creative Idea

This entry can include technology ideas, green notions, hospitality concepts and more. Provide a detailed description of how this idea came into fruition and how it was implemented. Include supporting materials. **Submit in a 3-ring binder. Include the category on the binder spine. Include photos and any logos on the master jump drive.**

### Best Children's Programming

This is for festivals that have programming exclusively for children under 12 years of age. Please describe the purpose and objective of the program for children. Provide a detailed description of how this idea came into fruition and how it was implemented. Include supporting materials. **Include photos and any logos on the master jump drive.**



# SFEA Kaleidoscope Awards Nomination Form



Organization \_\_\_\_\_

Festival/Event Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

	<b>Member</b>	<b>Non-Member</b>	<b>Total</b>
Post marked before or on December 15, 2017	@ \$30.00	@ \$60.00	\$
Post marked after December 15, 2017	@ \$50.00	@ \$80.00	\$
<b>Entries must be received prior to Jan 19, 2018</b>		<b>Total Amount Due</b>	\$

Check # \_\_\_\_\_ (payable to SFEA. Checks are preferable.) Check One: \_\_\_ VISA \_\_\_ MC \_\_\_ AmEx

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Validation Code (# on back of card) \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (street, city, state, zip) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

\_\_\_ I allow SFEA to use our imagery for SFEA promotional materials (web, collateral, etc.).

**Note: One (1) master copy must be made for total entries; then one (1) copy should be attached to each individual entry.**

Please check the nominations you are submitting:

- |   |                                    |                                    |
|---|------------------------------------|------------------------------------|
| ___ Best Festival or Event<br>Over \$75,000 Budget  | ___ Best Festival or Event Website | ___ Best Marketing Campaign        |
| ___ Best Festival or Event<br>Under \$75,000 Budget | ___ Best Social Media Marketing    | ___ Best Event Photograph          |
| ___ Best New Event                                  | ___ Best Other Merchandise         | ___ Best Festival or Event T-Shirt |
| ___ Best Sponsor                                    | ___ Best Vendor/Supplier           | ___ Best Event w/ an Event         |
| ___ Best Volunteer                                  | ___ Best Event Program             | ___ Best Creative Idea             |
| ___ Best Event TV Ad or PSA                         | ___ Best Promotional Poster        | ___ Best Children's Program        |
|   | ___ Best Print Ad                  |                                    |
|   | ___ Best Festival or Event Video   |                                    |

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