



Kaleidoscope Awards 2011

Rules and Nomination Procedures

Initial Deadline: December 15, 2010
Final Deadline: January 10, 2011

Designed to recognize the marketing, programming and overall event, the Kaleidoscope Awards acknowledge the highest level of achievement in the festival and event industry throughout the southeast region. Gain the recognition your event, volunteers, staff and sponsors deserve!



Eligibility

- The event as well as the producing organization must be located within the southeast region (Mississippi, Alabama, Florida, Georgia, Tennessee, North Carolina, South Carolina, Virginia and Kentucky).
- If entering the Best Festival or Event category, at least one person from the organization must register for the 2011 Southeast Festivals & Events Conference.
- Events must have occurred between or including November 1, 2009 – October 31, 2010.

Rules

- Events may be entered into as many award categories as applicable. Duplicate the entry form as needed.
- Each entry must include a completed entry form, a description as it pertains to the category and any supporting materials (in original form) and placed in an individual notebook or folder. Protective sleeves are not required but recommended. Do not combine more than one entry in a folder or notebook.
- Each organization must include a disk with the event logo (s) and/or other digital images in jpeg or pdf format (these could be used in the award slide show) Label each disk with organization or event and place it with the master form.
- If only one entry is received in a category, that entry will either be included in the other budget level or awarded an Honorable Mention.
- Winners will be announced at the Awards Banquet during the SFEA annual conference. Entries will be displayed during the conference and can be picked up following the Tuesday night banquet. Unclaimed entries will not be returned.

Judging

All entries will be evaluated by a panel of judges who are recognized professionals in the areas of event planning and management, graphic designers, marketing, and public relations. Entries will be judged based on overall appeal, originality, creativity and effectiveness. Colorful, flashy and informative entries are encouraged.

Cost & Deadline

If postmarked by December 15, 2010: Member/\$20, Non-Member \$40.00/per entry

If postmarked between December 16 and January 10, 2011: Member/\$30, Non-Member \$50.00/per entry

No entries will be accepted after January 10, 2011.

Entry Checklist

- Complete the top portion of the nomination form.
- Make the appropriate number of copies – 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 include all entry numbers (1, 3, 9, 11, 12.....). The Master Form must include the payment information.
- Include the master nomination form, individual forms attached to each entry, the actual entries and disc (logo & photos)
- Shipping address: SFEA c/o STS, 3400 Peachtree Rd. Suite 725, Atlanta, GA 30326.

Questions

Carolyn Morris, 770-592-7180, cmorris@wiredearth.net.

Sponsored by:



PO Box 965296, Marietta, GA 30066 • Office 770-592-7180 • Fax 770-592-7150
www.southeastfestivals.org

Awards Nomination Form

Organization _____

Event Name _____

Contact Person _____

Address _____

City, State & Zip _____

Email _____ Website _____

Event Expense Budget: _____ Under \$75,000 _____ Over \$75,000

Categories

____1 **Best Festival or Event** _____1a **Best “Green Gig”** (see details on submission below)

Submit a detailed description of the event. Include supporting materials, photos, brochures, evaluations, budget, site plan, printed materials, mission statement etc. that support the overall event. Submit materials in a 3-ring notebook. Display boards will not be accepted. This is a separate category from those listed below. Judges will not review materials from another category so include all supportive materials that apply to this entry. To enter into this category, at least one member from your organization must register for the 2011 conference.

____2 **Best Vendor or Supplier**

Nominate your favorite vendor or supplier. Provide supporting materials, photos, testimonials and the story behind your decision to nominate them.

____3 **Best Website**

Submit address of working website or print materials from the website and place in a notebook or folder. Criteria: Clarity of message, design and layout, creativity or uniqueness, ease of use and overall organization of site.

Printed Materials

Criteria: Clarity of message, design and layout, creativity and overall design.

- ____4 Best Miscellaneous Printed Materials – direct-mail, postcards, flyers, etc. (one piece per entry)
- ____5 Best single print ad (newspaper or magazine)
- ____6 Best Event Program or Brochure
- ____7 Best Promotional Poster
- ____8 Best Marketing Campaign – include all types of printed materials (in original form)
- ____9 Best Event Photograph – by event
- ____10 Best Event Banner – photos while on display

Sponsorship/Fund-Raising

Criteria: Well organized, clarity of message, supporting materials and effectiveness

- ____11 Best Solicitation Package
- ____12 Best Sponsor

Merchandise

Criteria: Actual samples are required. Pins and buttons should be mounted on a postcard. Items should be placed in protective sleeves and nomination form pinned or secured to the item.

- ____13 Best T-Shirt (one shirt per entry form)
- ____14 Best Pin or Button
- ____15 Best Miscellaneous Clothing (hat, apron, jacket, vest, etc.)
- ____16 Best Other Merchandise (non clothing)

Other

Criteria: Well organized, clarity of message, include supporting materials.

- ___17 Best Event within an Event
- ___18 Best New Event (must be first time)
- ___19 Best Volunteer program
- ___20 Best Volunteer

Vendors/Suppliers

- ___21 Best Direct Mail Piece
- ___22 Best Photograph – product displayed at event (entertainment, tenting, signage, ticket station, etc.....)

Best “Green Gig” Award

Public venues often generate large volumes of recyclable materials representing a missed opportunity to collect valuable commodities and decrease the amount of material headed to the landfill. Recycling at special events reduces unsightly litter, makes for happier attendees (enhances your reputation!), reduces the event’s impact on the environment and can save you money. This award was created to put your event in the “green” light and commend your efforts to establish a visible, sustainable waste reduction program at a special event.

Submit a detailed description of how you “green”ed an event. Include supporting materials, photos, brochures, evaluations, budget, layout, printed materials, mission statement etc. that support this category. Provide examples of advertising such as web pages, news releases, TV and radio commercials, and newspaper ads. Include any surveys used, pledge cards, signage, displays and educational games for youth.

Fees

	Member	Non-Member	Total
Post marked by Dec 15, 2010	@ \$20.00	@ \$40.00	\$
Post marked between Dec. 16 & Jan 10, 2011	@ \$30.00	@ \$50.00	\$
Total Amount Due:			\$

Check One: ___VISA ___MC Check # _____ (payable to SFEA)

Card # _____

Expiration Date _____ Validation Code (# on back of card) _____

Name on Card _____

Billing Address (street, city, state, zip) _____

Authorized signature _____

Shipping Address

SFEA c/o Southeast Tourism Society
3400 Peachtree Rd. #725, Atlanta, GA 30326

SFEA Office: 770-592-7180 cmorris@wiredearth.net

Sponsored by:

