



# Kaleidoscope Awards 2012

## Rules and Nomination Procedures



Designed to recognize the marketing, programming and overall event, the SFEA 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!

Deadline for Discount: November 23, 2011

Regular Deadline: December 16, 2011

### Eligibility

- The event as well as the producing organization must be located within the southeast region (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and Kentucky).
- If entering the Best Festival and New Festival categories, at least one person from the organization must register for the 2012 Southeast Festivals & Events Conference.
- Events must have occurred between November 1, 2010 and October 31, 2011.

### 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 or flash drive 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 banquet. Unclaimed entries will not be returned.
- Judges reserve the right to present special awards or not to present an award in a particular category.
- Decisions of the judges are final.

### 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 and informative entries are encouraged.

### 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).
- Include a one-paragraph to one-page summary of why the nomination is deserving of the award.
- Shipping address: SFEA c/o STS, 555 Sun Valley Drive, Suite E-5, Roswell, GA 30076-5624

SFEA, P.O. Box 720152, Atlanta, GA 30358  
Office: 678-443-9619 • Fax: 678-701-1580  
info@southeastfestivals.org • www.southeastfestivals.org

# SFEA Kaleidoscope Awards Nomination Form

Organization \_\_\_\_\_

Event Name \_\_\_\_\_

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

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Event Revenue: \_\_\_\_\_ Under \$75,000 \_\_\_\_\_ Over \$75,000

(Revenue is defined as the gross income generated for one event: this will include cash and in-kind.)

(Separate awards will be given depending on budget for categories 1-6.)

## Categories

### \_\_\_\_1 Best Festival or 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 notebook. Do not submit display boards. At least one member from your organization must register for the SFEA 2012 conference.

### \_\_\_\_2 Best New Event

This is for a new event that was held between November 1, 2010 and October 31, 2011. 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 notebook. Do not submit display boards. At least one member from your organization must register for the SFEA 2012 conference.

### \_\_\_\_3 Best Vendor / Supplier

Nominate your favorite vendor or supplier. Submit a detailed description of the vendor materials, photos, testimonials and the story behind the nomination.

### \_\_\_\_4 Best Website

Submit address of working website AND printed materials from the website. Criteria: Clarity of message, design and layout, creativity or uniqueness, ease of use and overall organization of site.

### \_\_\_\_5 Best Sponsor

Nominate a sponsor who has gone beyond the call of duty. Submit a detailed description of the sponsor including materials, photos, testimonials and the story behind the nomination.

### \_\_\_\_6 Best Volunteer

Nominate a deserving volunteer. Submit a detailed description of the volunteer including photos, testimonials and the story behind the nomination.

(One award per category will be bestowed in the following categories.)

## Printed Materials

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

\_\_\_\_7 Best Event Program or Brochure

\_\_\_\_8 Best Promotional Poster

\_\_\_\_9 Best Marketing Campaign – include all types of printed materials (in original form)

\_\_\_\_10 Best Event Photograph

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**Merchandise**

Items should be placed in protective sleeves and nomination form pinned or secured to the item. Actual samples are required.

- \_\_\_11 Best T-Shirt (one shirt per entry form)
- \_\_\_12 Best Other Merchandise (pin, button, vest, apron, etc.)

**Other**

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

- \_\_\_13 Best Event within an Event
- \_\_\_14 Best "Green" Component (recycling programs, educational initiatives, sustainable programs, etc.)
- \_\_\_15 Best Creative Idea (technology, hospitality, attendee component, etc.)
- \_\_\_16 Best Social Media campaign (explain how social media was effectively used to help your event)

**Fees & Deadline**

*Note:* It is your responsibility to have the submission entered before the deadline; therefore, we recommend you mail your submission early. No submissions will be accepted after Dec. 16.

	<b>Member</b>	<b>Non-Member</b>	<b>Total</b>
Post marked by Nov. 23, 2011	@ \$30.00	@ \$50.00	\$
Post marked between Nov. 24 and Dec. 16, 2011	@ \$60.00	@ \$90.00	\$
<b>Total Amount Due:</b>			<b>\$</b>

Check One: \_\_\_ VISA \_\_\_ MC Check # \_\_\_\_\_ (make 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 for nominations**←

SFEA  
 c/o Southeast Tourism Society  
 555 Sun Valley Drive, Suite E-5  
 Roswell, GA 30076-5624

SFEA Office: 678-443-9619 / info@southeastfestivals.org

The Kaleidoscope Awards are sponsored by:



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