



## CELEBRATION AWARDS

*Sponsored by Fiesta Parade Floats*

**SPECIAL RECOGNITION FOR SPECIAL ACHIEVEMENTS!**

- Receive the recognition your events deserve!
- Establish your event as a leader in the Festivals and Events Industry by exhibiting your innovation, individuality, excellence and creativity.
- Showcase your successful programs and methods to your peers and the entire festival industry.
- Celebrate your success through your local media and business associations.
- See your awards announced on the CalFest website.
- Promote increased sponsorships and renewals through your achievements.
- Have your entries displayed at the 26th Annual CalFest Convention in San Diego.
- Winners will be announced, and awards presented, at the CalFest Celebration Awards Luncheon – February 7, 2020 – The Dana on Mission Bay, San Diego
- A list of winning organizations will appear in a CalFest Email Newsletter.

### **Budget Classifications**

Events of all sizes are encouraged to submit entries. One award will be presented in each budget classification for each category. Budget is total of all operating, staffing and marketing expenses. You will be judged against events with the same budget constraints as your organization. Judges will evaluate each entry's substance, originality, style, concept, copy, graphics and production of the idea and results

- Under \$50,000
- \$50,001 - \$150,000
- Over \$150,001

### ***2020 Award Policies & Procedures***

#### **Eligibility and Entry Procedures**

- You must be a CalFest member in good standing.
- All entries must have been produced and used for the first time between **Jan. 1-Dec. 31, 2019**.
- Please adhere to the criteria or your submission will be disqualified.
- The judges are professionals in the area of events, promotions, graphics and/or public relations.
- Entries will be judged for originality, creativity, style and substance.
- There is no limit to the amount of entries from each organization.
- All entries become the property of CalFest. CalFest assumes no liability for items lost, taken or damaged.
- Submissions will not be returned. If you need your submission returned, you must pick it up following the CalFest Celebration Awards Luncheon.

#### **Cost and Deadlines**

**Entry fee, this year is FREE-and sponsored by Fiesta Parade Floats! Absolute deadline is January 17, 2020.** Entries will not be accepted during the convention. Incomplete and late entries will not be accepted for judging.

## AWARD CATEGORIES

<p><b>PROMOTIONAL PIECE</b> Submit one brochure, flyer or rack card, mounted. Size appropriate.</p>	<p><b>PROGRAM OR SCHEDULE OF EVENTS</b> (Printed or Digital) Submit one program, unmounted (printed). Submit digital program on a flash drive or dvd/cd.</p>
<p><b>PROMOTIONAL POSTER (Not for sale)</b> Posters must be rolled and mailed in a tube</p>	<p><b>COMMEMORATIVE POSTER (For sale)</b> Posters must be rolled and mailed in a tube</p>
<p><b>BROADCAST ADVERTISING or PSA/TV or Radio</b> Submit on USB flash drive and provide written Copy on one typed sheet of paper.</p>	<p><b>MEDIA/PRESS KIT</b> (Digital or Print) Submit one media/press kit. Describe targeted media, method of distribution, measurable results as in percentage of media coverage and impressions. For digital provide flash drive/dvd/cd. Print out description of contents. For print, provide in 9" x 12" 3-ring binder.</p>
<p><b>EVENT PHOTO</b> Can be black &amp; white or color. Send hard copy on medium weight poster board and a digital copy on USB Flash Drive. <b>In submitting, you grant CalFest the right to use for promotional purposes in newsletter.</b></p>	<p><b>PROMOTIONAL OR SOUVENIR ITEM</b> Souvenirs, buttons, mugs, wine glasses, water bottles, pins, aprons &amp; recognition gifts are examples of promotional items. Submit one per entry, unmounted</p>
<p><b>WEARABLE SOUVENIR (No t-shirts)</b> Submit one item.</p>	<p><b>BEST NEW EVENT WITHIN AN EVENT</b> Submit description in a 9"x12" binder. Include mission statement, samples of collateral, promotion souvenirs, program, photos, local media coverage, goals &amp; objectives, results of event.</p>
<p><b>T-SHIRT</b> Submit one T-shirt (no collared shirts)</p>	<p><b>PRINT ADVERTISEMENT/Newspaper or Magazine</b> Provide one entry per event. Mounted.</p>

## CALFEST CELEBRATION AWARDS ENTRY FORM

Make as many copies as needed or simply place this information on the back of each entry.  
**Event Budget.** Budget **MUST INCLUDE** operating, marketing and staff expenses (**check one**).  
*When submitting USB flash drives, place inside plastic bag or envelope and label  
 with Organization Name, Event Name and Award Category.*

Annual Operating Budget:    Under \$50,000    \$50,001-\$150,000    Over \$150,001

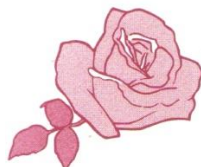
<b>ENTRY LOG FORM</b> (Mail this form with your entry fees)		
Organization Name		
Event Name		
Contact Name		
Address		
City	State	Zip
Phone	Email	
<b>AWARD CATEGORY</b>		
1.		
2.		
3.		
4.		
5.		
6.		
7.		

Add page for additional entries.

**No charge for entries. Entry fee, this year, is FREE!**  
**Final deadline for submission is January 17, 2020. No late entries will be accepted**

Complete an Entry Form for each entry submitted. Adhere to the back of each submission. Send Entries, Entry Log Form and fees to:

**Tim Estes**  
**Fiesta Parade Floats**  
**16016 Avenida Padilla, Suite B**  
**Irwindale, CA 91702**  
**Questions? Call 530-583-5605**



**FIESTA**  
PARADE FLOATS