



Southeast Festivals & Events Association Kaleidoscope Awards 2016 Nomination Guidelines and Instructions



Kaleidoscope Awards Sponsor

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 2016 SFEA/SCFEA annual conference January 26, 2016 in Charleston, South Carolina.

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 calendar year 2015.

Rules

- Each entry must include a completed entry form, a one-page description and supporting materials (in original form) and placed in an individual notebook or folder. Do not combine more than 1 entry in a folder or notebook.
- Each organization must include a flash drive with the event logo(s) as well as a digital image(s) of the event, photograph, item or person that is being nominated in .jpeg, .gif or .pdf format. This is not in lieu of a hard copy but will be used in the award ceremony should the nomination be selected. Label flash drive with organization/event & place with 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 SCFEA/SFEA annual conference and may be picked up following the award ceremony. Unclaimed entries will not be returned.
- 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 entry numbers. 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 flash drive (photographs, logos, etc.)
- Support nomination with brochures, articles, collateral, posters, special promotions, etc.
- There is no advance notification of winning; winners revealed at annual conference; register on SFEA website.
- Entries must be received by December 16, 2015. Sorry, there are no exceptions.

Mailing address for nominations:

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

FINAL Deadline: December 16, 2015

SFEA Annual Conference is earlier in 2016; hence, the earlier awards deadline this year. Submissions must be mailed and arrive before or on the deadline; we recommend mailing submissions early. Items received after Wednesday, December 16, 2015, 5 p.m. CST will not be accepted and will be returned.

SFEA Kaleidoscope Categories

___1 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, printed materials, etc. that support the overall event. Focus on why the nominee is deserving of the award in 2015. Submit materials in a 3-ring notebook. 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 notebook.



___2 Best New Event

This is for a new event started in 2015. 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 notebook.



___3 Best Digital Media

Website, social media, mobile apps or other electronic means of supporting your event are eligible under this category. Hard copies (printed materials) must be submitted in addition to the URL/app names. Clarity of message, design, layout, creativity, uniqueness, ease of use and overall organization will be scrutinized.

___4 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 2015.

___5 Best Volunteer

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

___6 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.





____7 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.

____8 Best Marketing Campaign

Clarity of message, creativity and rollout will be examined. Describe how this year's campaign differs from last year's. Include original, printed materials.

____9 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 flash 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.



____10 Best T-Shirt

Submit a detailed description of the concept of the t-shirt, how it was created and how it represents the event. Shirt should be placed in protective sleeve and nomination form pinned /secured to it. Original samples are required; if there are differing shirts per gender, please submit both as one entry. Only one design per event will be accepted.

____11 Best Event within an Event

Submit a detailed description of an event within an event. Judges will be seeking organization and rollout of this mini-event; include supporting materials.

____12 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.

____13 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.



SFEA Kaleidoscope Awards Nomination Form



Organization _____

Festival/Event Name _____

Contact Person _____

Address _____

City, State, ZIP _____

Email _____ Phone _____

Event Revenue: _____ Under \$75,000 _____ Over \$75,000 (please check one)

	Member	Non-Member	Total
Post marked before or on October 31, 2015	@ \$30.00	@ \$60.00	\$
Post marked after October 31, 2015	@ \$50.00	@ \$80.00	\$
Entries must be received prior to Dec. 16		Total Amount Due	\$

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:

_____ 1 Best Festival or Event

_____ 6 Best Event Program

_____ 11 Best Event w/ an Event

_____ 2 Best New Event

_____ 7 Best Promotional Poster

_____ 12 Best Creative Idea

_____ 3 Best Digital Media

_____ 8 Best Mkt. Campaign

_____ 13 Best Children's Program

_____ 4 Best Sponsor

_____ 9 Best Event Photograph

_____ 5 Best Volunteer

_____ 10 Best T-Shirt

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