



Michigan Festivals & Events Association
Presents
the 8th Annual

MichiganFun Awards

Entry Deadline: October 1, 2010

A large, light gray silhouette of the state of Michigan is centered in the background. A white five-pointed star is positioned in the lower-left quadrant of the state's outline.

Call for Entries

All MFEA Members

www.michiganfun.com

Michigan Festivals & Events Association
P.O. Box 22, Chesaning, MI 48616
Phone: (989) 845-2080 Fax: (989) 845-5074
Email: media@mfea.org



Call for Entries

All MFEA Members

The MichiganFun Awards acknowledge the skill, creativity, and resourcefulness of member event's marketing efforts. This is your opportunity to share your best promotional campaigns and individual marketing tools, be recognized, and achieve media exposures and peer recognition. **It is not necessary for you to attend the Convention to enter the MichiganFun Awards.**

The 2010 MFEA MichiganFun Award winners will be announced at a Special Awards Presentation Friday, November 5, 2010 during the MFEA 18th Annual Convention General Session Luncheon at the Radisson Plaza Hotel in Kalamazoo. Please send at least one representative from your organization to the convention if at all possible. Winners will be notified prior to Convention to make the necessary arrangements to attend. **You need not be present to win, but it will be a great honor if you are!**

AWARDS CATEGORIES

One award will be presented in each budget category (under \$15,000, and over \$15,000) for each category listed below.

Judging will take place prior to the 2010 Annual Convention. Entries will be judged according to the following criteria: is the advertising motivational, informative, indicative of creative excellence, utilizing a central theme and appropriate for the activities, audience and media used.

MFEA will award "MichiganFun-For-All", the overall award...the best of the best as voted by the judges.

"People's Choice Award" will be announced on Saturday, November 6, 2010 at the Saturday Evening Dinner. The Convention attendees will have their chance to choose the best MichiganFun Award, one vote per attendee - ballots will be found in the Convention attendees' Welcome Packets.

BROCHURE

Display front and back of brochure on a single, black, medium weight, 14" x 22" black foam core.

EVENT PHOTOGRAPH

Display one 8" x 10" black & white or color photo on a 11" x 14" black foam core board.

EVENT PHOTOGRAPH COLLAGE

Display three or more black & white and/or color event photographs on a single, 14" x 22" black foam core.

PRINTED PROMOTIONAL MATERIAL - MULTIPAGE

Display on a single, black, 14" x 22" foam core board.

PRINT AD

Must be the actual ad clipped from the newspaper/magazine. Ad can be black & white or color. Must be displayed on a single, black, 14" x 22" foam core board. Please indicate the name of the publication the ad appeared on the back of the board. **No** ads, newspaper supplements, scrapbooks, press releases, tear sheet editorials, or public relations articles will be accepted.

PROMOTIONAL ITEM

Souvenirs, mugs, pins, and recognition gifts are promotional items. Entries do not have to be mounted.

PROMOTIONAL POSTER

Must be displayed on a single, black, 14" x 22" foam core board.

T-SHIRT DESIGN

Submit t-shirt.

SOCIAL MEDIA MARKETING

Examples of social media marketing include, but are not limited to: MySpace, FaceBook, YouTube, webcasts, blogs, podcasts, Flickr, etc. For MySpace, FaceBook, YouTube, webcasts, and blogs, display profile page home page, plus two additional pages and URL (for podcasts, provide iTunes name instead of URL) a single, black, 14" x 22" foam core board.

WEBSITE

Must be displayed on a single, black, 14" x 11" foam core board. Please submit Home page only. Home page must be printed on 8 1/2" x 11" sheet of paper and mounted. Please include address of website.

BEST GREEN PRACTICE

On a 8 1/2" x 11" sheet of paper describe the best green practice of your event. You may include up to two photos. Mount on a single, black, 14" x 22" foam core board.

VERY IMPORTANT: THE ENTRY FORM MUST BE ATTACHED TO THE BACK OF EACH ENTRY WITH NAME OF ORGANIZATION, CATEGORY AND NAME OF ENTRY/DESCRIPTION (5 words or less)

IMPORTANT QUESTIONS, IMPORTANT ANSWERS

WHO IS ELIGIBLE TO ENTER?

Anyone who is an MFEA Member (**you do not have to attend Convention to enter**).
Anyone who wants to show off his or her hard work.

WHAT CAN BE ENTERED?

Almost anything (see categories on previous page). Entries must have been **produced and/or used for the first time between September 1, 2009 and August 31, 2010**

WHEN IS THE DEADLINE?

Entries must be **postmarked no later than October 1, 2010**

IS THERE A LIMITATION ON ENTRIES?

No, feel free to submit multiple entries. Each entry must be mounted separately. **Each entry is \$10.**

HOW ARE THE ENTRIES JUDGED?

There are two budget categories for each entry, so you are only judged against events with the same budget constraints as your organization. Entries will be judged for originality, creativity, style, and substance. 1st, 2nd and 3rd place will be awarded.

***All entries will be on exhibit at the Convention to give attendees the chance to vote for "The People's Choice" Award.**

HOW DO I ENTER?

Complete an Entry Form for each entry submitted. Attach to the back of the work. Send Entry Log Form and fees to: MichiganFun Awards, Michigan Festivals & Events Association, 144 S. Saginaw St., P.O. Box 22, Chesaning, MI 48616

QUESTIONS?

Call the MFEA office at 989-845-2080 or e-mail media@mfea.org.



ENTRY FORM (Make as many copies as needed or simply place this information on the back of each entry)

Event Marketing Budget (check one): \$1 - \$14,999 Over \$15,000

Award Category _____

Name/Description of Entry: _____

Organization Name: _____

ENTRY LOG FORM (Mail this form with your entry fees. **All entries become the property of MFEA.**)

Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____

Event Marketing Budget (check one): \$1 - \$14,999 Over \$15,000

AWARD CATEGORY

BRIEF DESCRIPTION (5 words or less)

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

(if entering more than 5 entries, please list on an additional sheet of paper)

TOTAL NUMBER OF ENTRIES _____ **X \$10 PER ENTRY =** _____

METHOD OF PAYMENT

Enclose a check payable to MFEA: Check No. _____ or

Charge: Visa MC Discover Card # _____ Exp: _____

Name (as it appears on the card): _____

Billing address (if different from above): _____

City: _____ State/Zip: _____

Signature: _____

2009 MichiganFun Award Entrants/Winners

Marketing Budget \$1 - \$14,999

(1st – 3rd place listed- remaining entrants listed in alphabetical order):

Brochure

- 1.Orchard Lake Fine Art Show – Artist Application
- 2.Orchard Lake Fine Art Show – Event Postcard
- 3.Grand Haven Salmon Festival

Event Photograph

- 1.Grand Haven Salmon Festival – “Festival Fun”
- 2.Orchard Lake Fine Art Show – “See Art Love Art Buy Art”

Event Photograph Collage

- 1.Alanson Riverfest
- 2.Grand Haven Salmon Festival

Print Ad

- 1.Alanson Riverfest
- 2.Orchard Lake Fine Art Show
- 3.Grand Haven Salmon Festival

Printed Promotional Material

- 1.Ludington & Scottville Area Chamber of Commerce – 2009 Ludington Offshore Classic Booklet
- 2.Ludington & Scottville Area Chamber of Commerce – 2009 Barns & Byways Booklet
- 3.Alanson Riverfest
- 4.Ferndale Woodward Dream Cruise Weekend

Promotional Item

- 1.Learn Great Foods
- 2.Alanson Riverfest
- 3.Grand Haven Salmon Festival
- 4.Wayne Wheelfest

Promotional Poster

- 1.Alanson Riverfest
- 2.East Lansing Art Festival
- 3.Ludington & Scottville Area Chamber of Commerce
- 4.Ferndale Woodward Dream Cruise Weekend
- 5.Grand Haven Salmon Festival
- 6.Orchard Lake Fine Art Show

T-Shirt Design

- 1.East Lansing Art Festival
- 2.Alanson Riverfest
- 3.Grand Haven Salmon Festival
- 4.Howard City Harvest Festival

Social Media Marketing

- 1.Learn Great Foods

Website

- 1.Orchard Lake Fine Art Show – www.hotworks.org

Marketing Budget over \$15,000

(1st – 3rd place listed – remaining entrants listed in alphabetical order):

Brochure

- 1.Air Zoo
- 2.Niles Haunted House
- 3.Green Street Fair
- 4.Art in the Park

- 5.Cheeseburger in Caseville
- 6.Grand Haven Coast Guard Festival
- 7.National Babyfood Festival
- 8.Tulip Time Festival

Event Photograph

- 1.Cheeseburger in Caseville – “Parade of Fools”
- 2.Cheeseburger in Caseville – “Row Row Row Your Cardboard Boat”
- 3.Hamburg Family Fun Fest – “What a Ride”
- 4.Hamburg Family Fun Fest – “Front Row Seat”
- 5.Hamburg Family Fun Fest – “It’s My Pizza”
- 6.Hamburg Family Fun Fest – “It Wasn’t Supposed to Rain”
- 7.Hamburg Family Fun Fest – “Love at First Sight”
- 8.Hamburg Family Fun Fest – “Nice to Meet You”

Event Photograph Collage

- 1.Grand Haven Coast Guard Festival – “Festival Fun”
- 2.Cheeseburger in Caseville – “Whooz Dogs Got Talent”
- 3.Hamburg Family Fun Fest – “Fun at the Fun Fest”
- 4.Cheeseburger in Caseville – “Event Crowd”

Print Ad

- 1.Air Zoo
- 2.Hamburg Family Fun Fest
- 3.Lapeer Days Festival
- 4.Cheeseburger in Caseville

Printed Promotional Material

- 1.Grand Haven Coast Guard Festival
- 2.Lapeer Days Festival
- 3.Lake City Area Chamber of Commerce
- 4.Cheeseburger in Caseville

Promotional Item

- 1.Grand Haven Coast Guard Festival – Souvenir Ticket
- 2.Cheeseburger in Caseville – Event Winner Plaque
- 3.Grand Haven Coast Guard Festival – Medal, Coin, Pin
- 4.Cheeseburger in Caseville – 2009 Cheeseburger Button

Promotional Poster

- 1.Green Street Fair
- 2.Lapeer Days Festival
- 3.Art in the Park
- 4.Cheeseburger in Caseville
- 5.Hamburger Family Fun Fest
- 6.Lapeer Days Festival

T-Shirt Design

- 1.Cheeseburger in Caseville
- 2.Green Street Fair
- 3.Art in the Park
- 4.Lake City Area Chamber of Commerce
- 5.Lapeer Days Festival
- 6.National Babyfood Festival

Website

- 1.Air Zoo – www.airzoo.org
- 2.Cheeseburger in Caseville – www.casevillechamber.net

Best Green Practice

- 1.Green Street Fair

*Thanks to volunteers like you, worthy causes are supported, important events take place, our communities are strengthened, and our lives are enriched.
We thank you for caring...and doing!!*

