Alberta Association of Agricultural Societies

PROVINCIAL MARKETING AWARDS 2020

GUIDELINES & CRITERIA

The Marketing Awards Contest is held annually during the AAAS Convention. Attendance during the convention is not a requirement to enter the contest; however winners will be announced and presented with their awards during the Saturday Night themed gala at the Convention.

CATEGORIES

7

1. PROMOTIONAL POSTERS
2. FAIR BOOK/EVENT PROGAM COVERS
3. NEWSLETTERS
4. WEBSITE
5. SOCIAL MEDIA
6. NEW PROGRAM/EVENT
7. EVENT/ORGANIZATION PHOTO COLLAGE

Check out the 7 categories, guidelines and judging criteria and then enter to see how you do against other Agricultural Societies in the Province!!

Prizes are awarded in each class as follows:

1st Place - $75 + Ribbon & Certificate

2nd Place - $50 + Ribbon & Certificate

3rd Place - Ribbon & Certificate

****Please submit your entry no later than December 15,2019****

Entries submitted after the deadline will not be judged

** Please include your Ag Society Name as well as which Class # you are entering**

email your submissions to ***info@albertaagsocieties.ca***

HARD COPIES MAY BE SENT TO OUR OFFICE OR BROUGHT TO REGIONAL MEETINGS

CATEGORY 1: PROMOTIONAL POSTERS

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 1A: Attendance under 500 people

CLASS 1B: Attendance over 500 people and under 5,000 people

CLASS 1C: Attendance over 5,000 people

SUBMISSION RULES: Only one entry will be accepted from each organization per class in this category. There are no criteria for size of poster being submitted.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional impact
2. Creativity & originality
3. Appropriate to activities, audience and medium used
4. Clarity & legibility of information (date/location/contact information etc.)
5. Utilizing a central theme
6. Technically sound (no fuzzy images, etc.)

DELEGATES CHOICE: This category will also be a delegate's choice category (delegates will vote for their favorite entry in this category)

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.

CATEGORY 2: FAIR BOOK / EVENT PROGRAM COVERS

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 2A: Attendance under 500 people

CLASS 2B: Attendance over 500 people and under 5,000 people

CLASS 2C: Attendance over 5,000 people

SUBMISSION RULES: Only one entry will be accepted from each organization in each class in this category. There are no criteria for the size of cover being submitted.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional impact
2. Creativity & originality
3. Appropriate to activities, audience and medium used
4. Clarity & legibility of information (date/location/contact information etc.)
5. Utilizing a central theme
6. Technically sound (no fuzzy images, etc.

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.

CATEGORY3: NEWSLETTERS

The purpose of this category is to improve the newsletter program of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 3A: Distribution of 250 or less per issue

CLASS 3B: Distribution of over 250 and less than 500 per issue

CLASS 3C: Distribution of over 500 per issue

SUBMISSION RULES: Submit a copy of your newsletter. Please include a synopsis (no more than 1 page) of the following information:

- How many copies of the newsletter are distributed per issue?
- To whom is the newsletter distributed? Ag Society Members, community members, other community organizations, government (ie: municipal gov't or local MLA/MP), etc.
- What is the schedule of printing/release? How often is the newsletter released? (Spring, Fall, Events, etc.)
- How is the newsletter produced? Generated from a word processor and copied, printer set and printed, word processor and pdf'd, e-newsletter (what program was used)

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Content of information – Event covered, announcements of information easy to understand, officer messages, reports, etc.
2. Presentation/Appearance – Easy to read and follow, attractive layout, professional appearance. If any advertising, must be a good mix with straight copy.
3. Variety of contributors – Guest writers, president and secretary messages, reports.
4. Pictures/Graphics – Variety of pictures and/or graphics used, quality printing, pictures identified.
5. Timeliness of release – Schedule of mailing/distribution, timely reporting of follow up events, sufficient lead-time for announcements or introduction of news events, etc.

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.

CATEGORY 4: WEBSITE

The purpose of this category is to improve and promote the use of websites of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 4A: Website Development Budget under $1,000

CLASS 4B: Website Development Budget over $1,000 and under $5,000

CLASS 4C: Website Development Budget over $5,000

SUBMISSION RULES: Please include the web address of the site you wish to be judged on. Sites will be judged LIVE, so the site being judged must be active.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Navigability
2. Overall appearance/impression
3. Use of graphics and other effects. Consider how these may affect load time
4. Organization of information
5. Website adheres to a consistent theme
6. Website shows creativity
7. Website shows production excellence
8. Current content on website – up to date information

DELEGATES CHOICE: This category will also be a delegate's choice category (delegates will vote for their favorite entry in this category)

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.

CATEGORY 5: SOCIAL MEDIA

The purpose of this category is to improve the way Agricultural Societies use social media and to provide recognition of those organizations doing an outstanding job.

CLASS 5A: Following of less than 500 (each platform)

CLASS 5B: Following of more than 500 and less than 2500 (each platform)

CLASS 5C: Following of more than 2,500 (each platform)

SUBMISSION RULES: Please include the username, hashtag, url for each platform that is being judged in the social media category. Entries will be viewed live during the judging. All platforms should be incorporated into one single entry in the social media category.

Submit an outlined synopsis (may also include screen shots and supporting documentation for each medium) detailing the overall social media campaign.

- Goals
- The Platforms/Mediums used (Facebook, Twitter, Pinterest, You Tube, etc.)
- The target audience
- Results of the social media effort.

The correct category to be entered in should be selected by using the maximum followers in any of the social media platforms the organization uses (ie: if an organization has 250 followers on their Facebook page and 550 twitter followers the organization would enter class 5B more than 500 followers for the Social Media category).

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Informative
2. Indicative of creative excellence
3. Regular, useful or entertaining update posts
4. Appropriate to activities, audience, and media used

OUT OF 100 POINTS

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CATEGORY 6: NEW PROGRAM / EVENT

The purpose of this category is to illustrate new, unproven or innovative projects, educational programs, events, agricultural shows, etc. that are produced or co-produced by the Agricultural Society.

CLASS 6A: Attendance/Participants under 100 people

CLASS 6B: Attendance/Participants over 100 people and under 350 people

CLASS 6C: Attendance/Participants over 350 people

SUBMISSION RULES:

More than one entry per organization may be entered as long as it is an entirely separate project/event/initiative than the other entries submitted in this category by the organization

Provide an essay explanation of the event, project or program, not to exceed three (3) - 8 ½ " x 11" pages (including graphics, charts, and headers to enhance the text). A summary of how the program, event or project was promoted should be included in the 3 pages.

Additional pictures (limit of 10) and materials may be used to explain the event, however no videos or CD's will be accepted – printed material only. Entire entry must not exceed 15 pages in length.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. What is the theme and actual goal of the program/event/project
2. What issues were considered prior to the development of the program
3. Creativity, Originality and Innovative
4. Partnerships and Collaboration with other groups, organizations, or businesses
5. Overall impact on the Agricultural Society and Community

OUT OF 100 POINTS

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CATEGORY 7: EVENT / ORGANIZATION PHOTO COLLAGE

The purpose of this category is to show an informative, interesting, or unique display of pictures from the Agricultural Societies events and organization.

CLASS 7: All entries in this category will be judged as one class

SUBMISSION RULES:

Only one entry per organization in this category

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Diversity
2. General Appeal
3. Creativity
4. Quality and composition of photo's

TOTAL POINTS FOR THIS CATEGORY IS 100 POINTS

* If entry does not meet criteria, 20 Points will be deducted from the overall score.

TOTAL MOUNT SIZE MUST NOT EXCEED 24" x 24"

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