

ALFiE Awards

Recognize outstanding examples of quality, creativity, and achievement in the festivals and events industry. To submit items for consideration, send support information along with entry forms to AFEA by December 6, 2018. Winners will be announced at the ALFiE Awards Luncheon at our annual conference on January 31, 2019 at the Arlington Hotel in Hot Springs.

Eligibility

Any AFEA member in good standing may nominate their event. **All entries must be for events occurring between Jan. 1 and December 1, 2018. *Exceptions apply**

Requirements

A separate entry form must be completed in full for each entry.

Nominations must be accompanied by supporting documentation. *See subsequent pages for details.*

Multiple nominations may be mailed/shipped together.

Items submitted become property of AFEA unless prior arrangements are made.

The judging panel is comprised of professionals from within the industry and are not affiliated with AFEA.

Submit to:

AFEA
Attn: ALFiE Awards Committee
P.O. Box 2737
Little Rock, AR 72203

Questions?

Jenna Friday
(501) 350-2378
jenna@arfea.org

- ✓ **Check one category per form for each nomination.**
- ✓ **Attach form to item. Include documentation.**
- ✓ **Multiple nominations may be mailed/shipped together.**

Nominee: _____

2018 Event Date: _____

- Promotional Print (Examples: newspaper ads, brochures, posters, yard signs etc.)**
- Event Photo**
- Event Website**
- Social Media Campaign**
- Souvenir**
- T-shirt/Sweatshirt**
- Sporting Event of the Year**– A festival or event featuring or centered around a sport event which in turn brings recognition to the sport and enhances community pride.
- Best New Festival or Event** - Events still within their first five years; based on the operation's growth, uniqueness, and community contribution.
- Outstanding New Idea** - Festivals or events which have developed a new idea, logo, event, festival publication, etc., during the previous year adding significantly to the success or popularity of the festival.
- Volunteer of the Year** - A volunteer who has provided significant enthusiasm and specific expertise while showing initiative and providing leadership, dependability, and a positive attitude for your event for at least 3 years without having received remuneration for services. Please include a photo in JPEG format with nomination.
- Vendor of the Year** - A vendor who stands out among other vendors in Arkansas events in dependability, product quality, cooperative spirit, and/or crowd appeal.
- Festival of the Year** - A festival **of any size regardless of budget** which stands out among all the festivals in Arkansas by its creative approach, crowd appeal, media coverage, and/or enhancement of community pride, thus benefiting the state's quality of life.
- Event of the Year** - An event or other special celebration **of any size regardless of budget** which stands out among all events in Arkansas by its creative approach, crowd appeal, media coverage, and/or enhancement of community pride, thus benefiting the state's quality of life.

All nominations and support materials must be received by Thursday, December 6, 2018 at 5:00 p.m.

ALFiE Awards

Arkansans Love Festivals & Events

SUPPORTING DOCUMENTATION REQUIREMENTS:

- **PROMOTIONAL PRINT, EVENT PHOTO, EVENT WEBSITE, SOCIAL MEDIA CAMPAIGN, SOUVENIR, T-SHIRT/SWEATSHIRT:** These categories should submit photos, actual copies of items, or thumb drives containing material that they are entering for judging. Actual items are encouraged.

- **OUTSTANDING NEW IDEA:**
Entries for this category should include photos, slide shows, publicity materials, and/or anything else that documents the creation, implementation, and execution of each Outstanding New Idea and how it contributed to the success or popularity of the festival, event, or vendor.

- **VOLUNTEER OF THE YEAR:**
Entries should contain information about volunteer including what they do for the festival/event and how long they have volunteered. Include a photo JPEG of nominee.

- **VENDOR OF THE YEAR:**
Can be nominated by an outside source or within the vendor business itself. Please submit supporting materials indicating what events the vendor participated in, signals of popularity and product quality, and anything else that makes the vendor stand out.

- **BEST NEW FESTIVAL OR EVENT, SPORTING EVENT OF THE YEAR, FESTIVAL OF THE YEAR, & EVENT OF THE YEAR:**
Entries for these categories will follow the same guidelines as closely as possible. You must select only ONE of these categories per event. For entry, please provide a detailed description to each section requested within:

- Introductory Information
- Additional Requirements
- Supporting Materials
- Supporting Questions

- Submit entire entry within one (1) notebook (ie. folder, 2 or 3 ring binder; or bound report)
- In addition to the required printed entry, please also provide a pdf document of your entire entry (as 1 (one) document) on a CD or Thumbdrive, attached to overall entry form. ***NO OTHER MEDIA DEVICES WILL BE ALLOWED***

- Introductory Information: (20 points)** Provide an overview of your event, stating your event's:
 - Event Dates
 - Purpose / Mission
 - History/Description of Event

- Types of Activities Included Under the Festival/ Event Umbrella
- Attendance Numbers & Demographics
- Volunteer Count & Approximate Number of Staff Used

- Additional Requirements: (50 Points)** Include a detailed overview of each of the sections listed below for your festival / event:

- PROMOTIONAL/MARKETING CAMPAIGN AND MEDIA OUTREACH (Includes but not limited to: How did you advertise? Who is your target? What did you do online/social media, etc.?)
- OVERALL SPONSORSHIP PROGRAM (Provide an overview of your sponsorship program – how many sponsors, what did they sponsor, unique components to your sponsorship program. Include total sponsorship funds.)
- CRITICAL COMPONENT PROGRAMS (Provide information on each of the following programs (if not applicable, please state as such and/or what your festival/event has in its place.))
 - Volunteer Program
 - Children's Program
 - Vendor Program (commercial, arts & crafts, amusement, food and drink)
 - Entertainment Program (music, artists, theatre, performers etc.)
 - Merchandise Program (yours)
 - Community Outreach Program
 - Emergency Preparedness Program
 - Descriptions of any other Special Programs unique to your event.

- Supporting Materials: (20 Points)**

Please also include any supporting materials for the festival/ event. This includes advertising examples, pictures of merchandise, applications, brochures, etc. Supporting materials may be placed within a specific section of the entry, or at the end.

- Supporting Questions: (10 points)**

Please answer the following questions: (Maximum of 1 page per question)

- What did you do to update / change the event from the year before?
- What makes the event stand out and why should the event win this category?

Tips for a Successful Entry

The more materials and content you provide, the more there is for the judging panel to consider. If you were featured in local or regional papers...include a copy! Did you have a great graphic campaign? Send pictures! Pictures of people having fun... Send them in.

A successful winning entry for an "Of the Year" category sends in everything plus the kitchen sink. As a reminder, any event or festival can enter, regardless of size or budget. What makes a difference is the quality of your submission. We want the judging panel to walk away feeling like they not only attended, but also experienced your festival and even had a part in planning it.

Just a few examples of things you could include:

- * Links to and pictures of the website, social media marketing tools, etc. (Facebook, Twitter, Instagram pages)
- * Awards won in years past
- * Lists of places you advertised
- * Write ups and publicity materials
- * Promotional merchandise & materials
- * Pictures... the queen, mascot, attendees, vendors, etc.
- * Cool tickets or All-Access passes
- * Links to or copies of media coverage - TV, radio, newspaper

The more organized your entry is, the better. The information requested for these entries is a lot and the easier it is for judges to access and read, the more memorable your entry will be for the right reasons.

Good luck!