

# agency showcase



A **spirited competition** spotlighting  
**bright ideas** exhibited by park, recreation  
and conservation agencies

## This Year's Entry Categories:

- Brochure Series
- Electronic Communication
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Campaign
- Paid Advertisement
- Print Communication
- Promotional Item
- Social Media Campaign
- Website

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**REGISTRATION DEADLINE IS FRI., DEC. 15 | SPACE IS LIMITED, SIGN UP TODAY!**



# agency showcase 2017

## Dear Parks & Recreation Professional:

The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

This year, the showcase includes two divisions and 12 categories in which to enter. Agencies may choose to enter either the Individual Categories or the Overall Agency Showcase division. **Also, you will receive a ballot at check-in for the People's Choice Award to vote for your favorite agency's display.**

### Division 1: Agency Showcase

Select eight out of the 12 categories and create a tabletop display that will be scored alongside your individual entries. **The display accounts for 11% of your final score** and should showcase how each entry works together to represent the agency. The eight categories that you select will be placed and judged in the individual category division and each score will contribute to the final overall Agency Showcase score. There will be first, second and third place winners in this division.

### Division 2: Individual Categories

This division allows you to select up to four categories to enter your work for the judges to critique at the annual conference in January. There will be one outstanding submission recognized in each category.

Please remember, this is a professional exhibition of your work. Each specific category has a set of guidelines that can be found in this packet. **In addition, there are overall guidelines for all entries outlined on the next page.**

**There is a point deduction for submissions that don't follow guidelines**

We look forward to seeing your work displayed at conference.

If you have any questions or concerns, please feel free to contact Jessica Cannaday at [jcannaday@obparks.org](mailto:jcannaday@obparks.org).

Sincerely,  
Matt Fairbanks, CPRP  
Membership & Education Director  
Illinois Park & Recreation Association



## General Entry Rules

- **Each agency is responsible for bringing their entries to conference and setting them up. Set up is between 8 and 9:30 AM on Thurs, Jan. 18, in Salon B, Lower Level at Hilton Chicago.**
- All entries must have been created during the 2017 calendar year (Jan. 1 to Dec. 31). Exceptions will be noted in the description.
- **Label your entry with your District's name.**
- If entries are double-sided, mount both sides on black foam board.
- All descriptions should be 12 point, legible font. Requirements for each category's description content can be found in the specific guidelines for that category. The description is your opportunity to provide background on your agency, including if you have in-house work, contracted out work, etc.
- **The completed entry form and payment must be received by Friday, December 15, 2017 to IPRA, 536 East Avenue, LaGrange, IL 60525. There is a \$10 mail-in/fax registration fee.**

### Division 1: Agency Showcase

- Agency Showcase entries must have two copies for each category in which you enter - one to be integrated in the display for Agency Showcase and the other mounted for individual categories. Exceptions will be noted in the description.
- Displays must be set up in Salon B, Lower Level by 9:30 AM on Thursday, January 18.
- Displays must be removed between 4:00-5:00 PM on Friday, January 20. Agencies who do not remove their displays will be charged a \$50 clean up fee. Please do not remove items prior to the scheduled pick-up time.

### Division 2: Individual Categories

- Individual Category entries must have one copy for each category in which you enter.
- Table-top easels are NOT allowed. All submissions must lay flat on the tables.
- Individual entries must be set up in Salon B, Lower Level by 9:30 AM on Thursday, January 18.
- Individual entries must be removed from the exhibit hall between 4:00-5:00 PM on Friday, January 19. Items remaining after 5:00 PM will be properly disposed of. Please do not remove items prior to the scheduled pick-up time.

### Awards and Recognition

- Friday, January 19, notification will be displayed on the outstanding submission for each category. All entries will be on display in Salon B, Lower Level until 4:00 PM.
- The first, second, and third place overall Agency Showcase winners and the outstanding submission winners for each category will be presented during the C & M Section meeting on Thursday, January 18 at 6:00 PM.
- The winners of the People's Choice Award will be announced during the IAPD Annual Business Meeting on Saturday, January 20 at 5 PM.

**Judge score sheets and feedback will be available for pick-up at Conference Headquarters until the end of conference.**

Register Early! Only  
12 spots available.

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## Overall Agency Showcase

### Submission Guidelines

#### What to Enter

- **The Overall Agency Showcase competition includes the scores from your individual submissions plus a table top display.**
- Your tabletop display must integrate all eight of your Agency Showcase entries. The display should showcase how each entry works together to represent the agency. You also may include other marketing pieces for this display but please note that these pieces will not be judged.

#### How to Enter

- Set up is between 8 and 9:30 a.m. on Thursday, January 18 in Salon B, Lower Level at Hilton Chicago.
- A 350 word or less explanation should indicate how all of the items on the table work together to create a unified marketing message or brand.
- Be sure to integrate each of your eight category entries into the display. Display items do not need to be mounted or bound.
- We will provide and assign you a 6 foot x 30 inch table the day of the competition. Tables will be draped and skirted.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.
- Electrical outlets will not be provided.
- Items may be placed behind your table however, items may not extend more than one foot away from the back side of the table.

#### How Entries are Judged

Creativity	20%
Design	20%
Organization	20%
Message/"It Factor"	20%
Cohesiveness	20%

This category is one ninth of your Overall Agency Showcase Score.

**Note:** For Electronic Communication, Social Media, and Website categories, display a screenshot of your submission.

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.



# agency showcase 2017

## Brochure Series

### Submission Guidelines

#### What to Enter

- Brochures created for the 2017 brochure year (including camp or other specialty brochures if applicable).

#### How to Enter

- A 200 word or less explanation should describe the design process, budget information, printing costs and cost per piece. Paperclip explanation to one brochure. **Only one brochure issue will be judged on content. Indicate your selection in the description ex. "Summer 2017"**.
- A minimum of two issues, in their entirety, must be brought for display, no more than four issues total.
- Each brochure must be a minimum of 16 pages in length.
- Bring one copy of each brochure in its entirety. Due to space constraints, submitting agencies should stack brochures on the display table. No mounted submissions will be accepted.

#### Entries are Judged

Entries will be judged as a series, not individually.

Writing	25%
Layout Design	25%
Cover Design/Concept	25%
Organization	25%

**Want to know what you did well, and where you can improve?**

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

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## Electronic Communication

### Submission Guidelines

#### What to Enter

- One type of electronic promotional or communication material disseminated via the internet during the 2017 calendar year. This category includes electronic newsletters, blogs, e-blasts and emails. Websites or social media are not eligible for this category and should be submitted in the Website or Social Media categories.

#### How to Enter

- A 200 word or less description and hyperlinked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

**Submissions must be received electronically by Thursday, January 11**

**DEADLINE**

- You must upload **one PDF** file that includes the description and either the electronic communication itself or a link to access the piece from a website to:  
**[http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase)**.
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF. Your file should be labeled as follows:

**File Name**

**Electronic Communication Submission - Your Agency Name.**

#### How Entries are Judged

Entries will be judged on overall design, interactive elements, visual appearance, graphics, copy and grammar as well as the overall strategic approach and the measurable results of the communication.

Overall Design/Visual Appearance	25%
Copy and Grammar	25%
Overall Strategy	25%
Results	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

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## Integrated Photography

### Submission Guidelines

#### What to Enter

- One printout of a marketing piece that utilizes photography along with the original photo that is integrated into the design (size does not matter). Marketing pieces include but are not limited to print advertisements, posters, fliers, brochures, logos, etc. Marketing materials that integrated manipulated or edited photos are also welcome. Photo may be taken during years prior, however, marketing piece must be created in 2017. Emphasis will be on the photo.

**New this year: Photos must be original content only, no stock imagery.**

#### How to Enter

- A 200 word or less explanation should be submitted including credit to the photographer, technique, objectives and results of the entry.
- One printout of the entry and the original photo (4" by 6") should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

#### How Entries are Judged

Entries will be judged on creativity, composition and technical quality.

Creativity	50%
Composition	25%
Technical Quality	25%

**Want to know what you did well, and where you can improve?**

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

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## Large Format Marketing

### Submission Guidelines

#### What to Enter

- One large-format marketing piece created during the 2017 calendar year. This includes but is not limited to, billboards, bus wraps, murals, banners, and/or large 3D displays. Original must be 24" x 36" or larger in actual size.

#### How to Enter

- A 200 word explanation should be submitted describing the actual size, location, medium and application of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

#### How Entries are Judged

Entries will be judged on three main categories: originality, design and copy.

Originality	50%
Design	25%
Copy	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.





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## Logo Design

### Submission Guidelines

#### What to Enter

- One logo created or updated during the 2017 calendar year.

#### How to Enter

- A 200 word or less explanation should be submitted describing the rationale behind the design.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- **NEW** Please display three versions of your logo: a full color application, as well as a white background and a dark background application on your board.

#### How Entries are Judged

Entries will be judged on four main categories: originality, adaptability, color usage and scalability.

Originality	40%
Adaptability	20%
Color Usage	20%
Scalability	20%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

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## Marketing Campaign

### Submission Guidelines

#### What to Enter

- Marketing campaign collateral created and executed during the 2017 calendar year. Entries must include a minimum of five marketing pieces that were utilized in a marketing campaign. The two fundamental themes of repetition/exposure and measurement/quantifiable results should be considered.

#### How to Enter

- A 350 word or less explanation should be submitted summarizing the campaign goals, effectiveness, and results. The summary should include budget information.
- Entry should be no larger than 8.5x11, bound and brought for display, including at least five marketing pieces.

#### How Entries are Judged

Entries will be judged on the following:

Consistency of Message	25%
Repetition	25%
Creative Execution	25%
Effectiveness of Message/Results	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.



## Media Relations Campaign

### Submission Guidelines

#### What to Enter

- A minimum of one and a maximum of four media releases for one campaign that generated media coverage in the 2017 calendar year. Media coverage includes print, radio, TV, and online outlets. Submissions may include, but are not limited to press releases, photo releases, feature stories, radio shows, and columns. (Advertisements are not acceptable).

#### How to Enter

- Media releases should be marked with the date of release.
- Published clips and transcripts should be organized and bound so judges can easily flip through and read the entries.
- A 250 word or less explanation should be submitted describing how the media utilized your releases in their coverage and the impact of that coverage.

#### How Entries are Judged

Entries will be judged as a total unit, not individually.

Effectiveness of Message	25%
Media Reach	25%
Originality/Creativity	25%
Content/Structure	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

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## Paid Advertisement

### Submission Guidelines

#### What to Enter

- One paid advertisement that ran during the 2017 calendar year. Ads may have been placed in any media outlet including but not limited to print, web, radio, social media, or TV.

#### How to Enter

- A 200 word or less explanation should be submitted describing the objectives and results of the entry, including return of investment.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

**Electronic submissions must be received by Thursday, January 11**

**DEADLINE**

- You must link directly to any social media campaign entered.
- You must upload **one PDF** file that includes the description and either the advertisement itself or a link to access the piece from a website to:  
[http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF. Your file should be labeled as follows:

**File Name** → **Paid Advertisement Submission - Your Agency Name.**

#### How Entries are Judged

How entries will be judged:

Impact/Results	25%
Copy	25%
Call to Action	25%
Creative Execution	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

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## Print Communication

### Submission Guidelines

#### What to Enter

- One printed communication piece that was created during the 2017 calendar year. Entries may include but are not limited to, posters, post cards, newsletters, fliers, annual reports, booklets and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures are not accepted in this category.

#### How to Enter

- A 200 word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multipage documents, paperclip the explanation to the document.

#### How Entries are Judged

Entries will be judged on creativity, design, content and organization.

Creativity/Originality	30%
Design	30%
Content	30%
Organization	10%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**



## Promotional Marketing

### What to Enter

- One (1) promotional item created by your agency in the 2017 year which was used to market your agency brand or a special event/program/facility (Ex. t-shirt, frisbee, fan, etc.)
- The item must be less than \$15.00 per piece in value and your district must have purchased at least 50 of these items to be distributed for the purpose of promotional marketing. Items must have been given out for free, not for individual resale.

### How to Enter

- A 250 word or less explanation should be submitted outlining why your district chose to use this promotional item, the philosophy of design or imprint, and how the item was used to uniquely promote your brand/event/program/facility. Please discuss how the item engaged your public and how the promotional piece tied into your mission/purpose. Include results or outcome (success) of the item.
- After the description (does not count toward word count) please include the cost/value for the item (per piece) and quantity ordered.
- One photo copy/printout of the entry **MUST BE mounted on black foam board for display, not to exceed 11" x 17"**. A copy of the explanation should be mounted on the backside of the display piece.
- If a physical item can be brought to be displayed, you may do so provided said item can sit or be mounted on black foam board for display, not to exceed 11x17.
- We are not responsible for lost or stolen items.

### How Entries are Judged

Entries will be judged on four main categories: originality, design, promotional impact and engagement/purpose.

Originality	25%
Design	25%
Promotional Impact/results	25%
Engagement/Purpose	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# agency showcase 2017

## Social Media Campaign

### Submission Guidelines

#### What to Enter

- A minimum of one and a maximum of four social media outlets utilized for a specific campaign executed during the 2017 calendar year. Incorporation of paid social content may be included in this category.

#### How to Enter

- A 250 word or less description and hyperlinked URL in one PDF document should be submitted electronically describing the length of the campaign, objectives, strategy and results of the entry. **NEW! Entries must include a specific date range for judges to review.**
- Screenshots of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

#### Submissions must be received electronically by Thursday, January 11

← **DEADLINE**

- You must upload **one PDF** file that includes the description, screenshots, and links to the social sites utilized in your campaign to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- \* **You must link directly to your submission.**
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF. Your file should be labeled as follows:

→ **File Name**

**Social Media Campaign Submission - Your Agency Name.**

#### How Entries are Judged

Entries will be judged on the effectiveness of the message, overall quality and originality.

User Engagement/Results	25%
Messages/Content	25%
Frequency/Exposure	25%

**A 20 point deduction will be taken for submissions that do not follow the guidelines.**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

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## Website

### Submission Guidelines

#### What to Enter

- A website maintained by or for any entity of your Agency. Websites **do not** have to be developed or launched in 2017.

#### How to Enter

- A 200 word or less explanation describing the target markets, objectives, usage, and site features, as well as a hyperlinked URL to your website should be included in one PDF document and submitted electronically. Site features can include but are not limited to, registration, brochure download, e-mail sign up, shopping carts, contact information, streaming video, live chat and photo galleries.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

#### Website Submissions Must be Received Electronically by Thursday, January 11

← **DEADLINE**

- You must upload **one PDF** file that includes the description and hyperlinked URL to your website to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF. Your file should be labeled as follows:

→ **File Name**

**Website Submission - Your Agency Name.**

#### How Entries are Judged

Entries will be judged on organization, design, writing, special features, usage and effectiveness.

Organization	25%
Design	25%
Content	25%
Usage/Effectiveness	25%

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## Registration Form

AGENCY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**METHOD OF PAYMENT**

CHECK # \_\_\_\_\_ (Payable to IAPD)  VISA  MASTERCARD TOTAL \$ \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_ CREDIT CARD # \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ ZIP CODE \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ 3 DIGIT CVC # \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**Choose one of two divisions:**

**Division I: Agency Showcase**

**\$175 (Choose 8 categories)**

- Brochure Series
- Electronic Communication
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Campaign
- Paid Advertisement
- Print Communication
- Promotional Item
- Social Media Campaign
- Website

**Division II: Individual Categories**

**\$95 (Choose 1 to 4 categories)**

- Brochure Series
- Electronic Communication
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Campaign
- Paid Advertisement
- Print Communication
- Promotional Item
- Social Media Campaign
- Website

Registration deadline is Friday, December 15, 2017. Applications are accepted via email [matt@ilipra.org], fax [708-354-0535] and \*mail-in.

*\*Mail-in registrations will incur a \$10 registration fee. Checks should be made out to IAPD and can be mailed with registration form to IPRA, 536 East Avenue, LaGrange, IL 60525.*

Submissions and/or categories cannot be changed after registration form is submitted. Point deductions will be taken for submissions that do not follow the guidelines. Absolutely no refunds under any circumstances.

Only one submission per category will be accepted.

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Notes

