



This year's
competition features
two categories
celebrating the
history of
Communications
and Marketing
in the field of
parks and recreation!

- Retro Brochures
  - AnniversaryCelebrations

See inside for details!

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

- Brochure Series
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Paid Advertisement
- Print Communication Informational

- Print Communication Promotional
- Promotional Item
- Public Relations
- Social Media Campaign
- Video Long Form NEW!
- Video Short Form NEW!
- Website

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# Dear Parks & Recreation Professional:

**Agency Showcase is celebrating 10 years** of spotlighting the brightest ideas exhibited by park, recreation and conservation agencies! We hope your agency will join us for this professionally judged competition that recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

This year, the showcase includes two divisions and 14 categories, **as well as two anniversary categories** (for this year only) in which to enter. Agencies may choose to enter either the Individual Categories or the Overall Agency Showcase division. Agencies wishing to participate in the anniversary categories must be registered for Division 1 or Division 2.

Lastly, ALL conference participants 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 14 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.

We look forward to seeing your work displayed at conference.

If you have any questions or concerns, please feel free to contact the Agency Showcase Taskforce Chair, Jessica Cannaday at jcannaday@communityparkdistrict.org.

Sincerely,
Duane Smith, CPRP
Education Director
Illinois Park & Recreation Association

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

### **General Entry Rules**



- Each agency is responsible for bringing their entries to conference and setting them up.

  Set up is 8-9:30 AM on Thurs, Jan. 23, in Columbus A-B at Hyatt Regency Chicago, East Tower, Gold Level.
- All entries must have been created during the 2019 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 font, 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 20, 2019 to IPRA, 536 East Avenue, LaGrange, IL 60525.

### **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 Columbus A-B by 9:30 AM on Thursday, January 23.
- Displays must be removed between 4:00-5:00 PM on Friday, January 24. 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 Columbus A-B by 9:30 AM on Thursday, January 23.
- Individual entries must be removed from the exhibit hall between 4:00-5:00 PM on Friday, January 24. 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**

- The 1st, 2nd, and 3rd 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 23, 2020, at 5:15 p.m.
- The winners of the People's Choice Award / Best in Show will be announced during the IAPD Annual Business Meeting on Saturday, January 25, 2020, at 3:30 p.m.
- Friday, January 24, notification will be displayed on the outstanding submission for each category. All
  entries will be on display in Columbus Hallway until 4:00 PM.

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



Register Early! Only 13 spots available.

## Overall Agency Showcase

**Submission Guidelines** 

This category is one ninth of your Overall

### **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 8:00am and 9:30 a.m. on Thursday, January 23 in Columbus A-B at Hyatt Regency.
- 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 cannot be guaranteed.
- 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%	Agency Showcase Score.
Design	20%	Note: For Social Media, Video,
Organization	20%	and Website categories, display a screen
Message/"It Factor"	20%	of your submission.
Cohesiveness	20%	

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

### **Brochure Series**

**Submission Guidelines** 



#### **What to Enter**

• Brochures created for the 2019 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 2019".
- A minimum of two issues, in their entirety, must be submitted, 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 the C&M Social. **NEW!** Packets that have not been picked up will be emailed after conference.

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



## 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 2019.

REMEMBER: <u>Photos must be original content only</u>, no stock imagery. Submissions will be judged on the quality and use of the photo.

### **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 25%
Composition 50%
Technical Quality 25%

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

# Large Format Marketing Submission Guidelines



#### **What to Enter**

• One large-format marketing piece created during the 2019 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 description should be mounted on the backside of the display piece.

### **How Entries are Judged**

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

Strategy	25%
Originality	25%
Design	25%
Сору	25%

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



### Logo Design Submission Guidelines

### **What to Enter**

• One logo created or updated during the 2019 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.
- Please display 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%
Branding	20%

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

### **Marketing Campaign**

**Submission Guidelines** 



#### **What to Enter**

Marketing campaign collateral created and executed during the 2019 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.



### **Paid Advertisement**

**Submission Guidelines** 

### **What to Enter**

• One paid advertisement that ran during the 2019 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.

### How to Submit if the Piece was Electronic in Nature Electronic submissions must be received by Thursday, January 9

**DEADLINE** 

- 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.
- 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**

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

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

## **Print Communication** (Informational)

**Submission Guidelines** 



### **What to Enter**

One printed communication piece that was created during the 2019 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.

 The intent of pieces submitted in this category must be informational in nature, designed to increase public education.

### **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%	
Results	10%	

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



## **Print Communication** (Promotional)

**Submission Guidelines** 

### **What to Enter**

One printed communication piece that was created during the 2019 calendar year.
 Entries may include but are not limited to: posters, post cards, newsletters, fliers, and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures and annual reports are not accepted in this category.

The intent of pieces submitted in this category must be promotional in nature and contain clear call to action.

### **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**

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

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

### **Promotional Item**

**Submission Guidelines** 



#### **What to Enter**

- One (1) promotional item created by your agency in the 2019 calendar 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 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**

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.



### Public Relations 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 2019 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.

%
%
%
%
)

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

### **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 2019 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.
   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 9



- 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.
- \* 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:

Social Media Campaign Submission - Your Agency Name.

#### ile Name

### **How Entries are Judged**

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

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





### **What to Enter**

One video produced and disseminated during the 2019 calendar year. Long form videos should be longer than two minutes. This category includes original video documentaries, informational videos, or other video production content that was publicly viewed and/or featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible. For videos longer than two minutes, you are required to indicate specific time stamps for judges to review.

### **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.

Your file should be labeled as follows:

Video Long Form - Your Agency Name.

File Name

Submissions must be received electronically by Thursday, January 9

Send entries to http://dbinbox.com/agency\_showcase.

DEADLINE

### **How Entries are Judged**

How Entries are Judged: Entries will be judged on overall design, interactive elements, visual appearance, graphics and grammar as well as the overall strategic approach, measurable results, and creativeness of the video.

Overall Concept/Visual Appearance/Content	25%
Creativeness and Copy	25%
Overall Strategy	25%
Measurable Results	25%

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

# **NEW!**

### Video **Short Form**

**Submission Guidelines** 



#### **What to Enter**

 One video produced and disseminated during the 2019 calendar year. Short form videos should be at least 15 seconds, but no longer than two minutes. This category includes original videos that were featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible.

### **How to Enter**

- A 200 word or less description and hyper-linked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry. Description should include project budget, equipment, and editing tools used.
- 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.

Your file should be labeled as follows:

**Video Short Form - Your Agency Name.** 

ile Name

### Submissions must be received electronically by Thursday, January 9

**DEADLINE** 

Send entries to http://dbinbox.com/agency\_showcase.

### **How Entries are Judged**

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

Overall Concept/Visual Appearance/Content	25%
Creativeness and Copy	25%
Overall Strategy	25%
Measurable Results	25%

A 20 point deduction will be taken for submissions that do not follow the 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 2018.

### **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 9**

**DEADLINE** 

- You must upload one PDF file that includes the description and hyperlinked URL to your website to: 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:

Website Submission - Your Agency Name.

### **File Name**

### **How Entries are Judged**

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

Organization	20%
Design	20%
Writing	20%
Special Features	20%
Usage/Effectiveness	20%

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

# Anniversary Category Retro Brochures



**Submission Guidelines** 

Seasonal brochures are the most widely utilized and recognizable marketing tool of park, recreation, and conservation agencies. Celebrate the progress of communications and marketing (and technology) by submitting your agency's best "Retro" brochure!

### **What to Enter**

• Enter any seasonal brochure from your design vault that was published in 2009 or earlier.

### **How to Enter**

- To be eligible for the Special Anniversary Category, agencies must be registered for either Division 1 or Division 2 of the Agency Showcase Competition. There is an additional \$15 fee for this category.
- Include a 200 word or less explanation describing why you chose to showcase your entry.
   Descriptions must include the year the brochure was published.
- Please flag at least 1, but no more than 3 writing samples in your brochure that you would like the judges to review.
- Bring one copy of your brochure in its entirety. No mounted submissions will be accepted.
- FOR BROCHURES PRODUCED BEFORE 1990 We understand that there may be very limited
  original copies of older brochures. Agencies not wishing to provide the original, may submit
  a photocopied reproduction along with a photo of the original piece included in the description.
  Please note, reproduced brochures should be submitted in as close to the original format as
  possible.

### **How Entries are Judged**

Entries will be judged by a panel of executive directors, board members, dignitaries, and distinguished professionals. Entries are eligible for any of the following awards:

- Best Overall
- Best Cover
- Best Written Program
- Best Clipart
- Best of the 90s
- Best of the 70s
- Best of the 50s
- Most Historic Submission

- Most Nostalgic
- Most Unique Program
- Best Photography
- Best of the New Millennium
- Best of the 80s
- Best of the 60s
- Best of the 40s



# Anniversary Category Anniversary Celebrations

**Submission Guidelines** 

Park and recreation anniversaries are meant to be celebrated! Whether you just partied like it was 1999, or have executed a special centennial celebration, enter your favorite moments from your anniversary.

### **What to Enter**

Any marketing collateral designed to celebrate an agency anniversary. This includes press
releases or editorials that resulted in news coverage, brochures, banners, social media posts,
videos, posters, etc.

### **How to Enter**

- To be eligible for the Special Anniversary Category, agencies must be registered for either Division 1 or Division 2 of the Agency Showcase Competition. There is an additional \$15 fee for this category.
- Display up to three items together that showcase your agency's anniversary celebration.
- Include a 200 word or less explanation describing why you chose to showcase your entry
- Print (except brochures) entries must be mounted on black foam board for display, not to exceed 11" x 17". A copy of the description should be mounted to the back of the display.
- Brochures and trifolds may be free standing. However, if the brochures are submitted with multiple pieces, please mount a print of the cover of the piece to your foam board for judges to reference.
- For any electronic submissions, a screenshot of any video, social, or electronic entry with a QR code linking to directly to the entry should be mounted to the foam board.
- Up to three items may be displayed together on the 11" x 17" foam board.

### **How Entries are Judged**

Entries will be judged by a panel of executive directors, board members, dignitaries, and distinguished professionals. Entries are eligible for any of the following awards:

- Best of the Best
- Most Unique
- Best Visual
- Best Message
- Best Story/News Coverage

- Most Fun
- Most Creative
- Most Educational
- Best Theme
- Most Engaging

### You're Invited!



# C&M Social Agency Showcase Awards C&M Annual Meeting

### Join us on Thursday, January 23 at 5:15pm

Cash bar and appetizers

- The 1st, 2nd, and 3rd Place Overall Agency Showcase winners announced
  - Outstanding submission winners for each category will be announced
    - Anniversary Category Winners will be announced
      - Meet the judges!

Location TBA





# Anniversary Judges Needed! Special Categories

Calling all marketing and communications professionals! Here is a perfect opportunity to engage your board members and executive team to demonstrate the impact your work has on the field of parks and recreation.

Board members and executive directors are invited to judge our two special anniversary categories: Retro Brochures and Agency Anniversary Celebrations.

### **Special Category Judges**

Who: Agency Executive Directors and Board Members

**Time Commitment:** Volunteer judges must be available for approximately 2-hours on Thursday, January 23. Volunteer judges for special categories can check in to judge anytime between 9:30am-3pm. All special category judging must be completed by 4pm.

**Judging Criteria:** Judges will review submissions and cast ballots for special awards in each category. Judges may evaluate one or both categories.

### Available Awards for Retro Brochures:

- Best Overall
- Most Nostalgic
- Best Cover
- Most Unique Program
- Best Written Program
- Best Photography
- Best Clipart
- Best of the New Millennium
- Best of the 90s
- Best of the 80s
- Best of the 70s
- Best of the 60s
- Best of the 50s
- Best of the 40s
- Most Historic Submission

### Available Awards for Agency Anniversary Celebrations:

- · Best of the Best
- Most Fun
- Most Unique
- Most Creative
- Best Visual
- Most Educational
- Best Message
- Best Theme
- Best Story/News Coverage
- Most Engaging

### Interested in serving as a Special Category Judge?

Email Jessica Cannaday, Executive Director of the Community Park District of La Grange Park at jcannaday@communityparkdistrict.org.

### **Registration Form**

Registration deadline is Friday, December 20, 2019. Online registration via ilipra.org is preferred. Checks should be made to IAPD and should be mailed with registration form to IPRA, 536 East Avenue, LaGrange, IL 60525.



AGENCY CONTACT NAME			
ADDRESS			
CITY	STATE ZIP		
PHONE E-MAIL			
METHOD OF PAYMENT			
CHECK # (Payable to IAPD) VISA MASTER	CARD TOTAL \$		
CARDHOLDER'S NAME	CREDIT CARD #		
BILLING ADDRESS	ZIP CODE		
EXPIRATION DATE 3 DIGIT CVC # SIGNATURE			
Choose one of two divisions:	Division III Individual Catagories		
Division I: Agency Showcase \$175 (Choose 8 categories)	Division II: Individual Categories  \$95 (Choose 1 to 4 categories)		
Brochure Series	Brochure Series		
Integrated Photography	Integrated Photography		
Large Format Marketing	Large Format Marketing		
Logo Design	Logo Design		
Marketing Campaign	Marketing Campaign		
Paid Advertisement	Paid Advertisement		
Print Communication (Informational)	Print Communication (Informational)		
Print Communication (Promotional)	Print Communication (Promotional)		
Promotional Item	Promotional Item		
Public Relations	Public Relations		
Social Media Campaign	Social Media Campaign		
☐ Video - Long Form	☐ Video - Long Form		
☐ Video - Short Form	☐ Video - Short Form		
☐ Website	Website		
Optional Anniversary Categories (\$15 ea): Retro Brochures Agency Anniversary Celebrations			
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.			





