



Fun, Fitness, Friendship

## BIENNIAL PUBLICITY CONTEST

The contest is open to all AVA members, clubs and state organizations.

Categories are as follows:

### **Photographs**

Color and / or black and white.

People, Places and Things that you have found while on the trail or at an event.

Photographs must be 8"x10".

Description of photograph (who, what, where and when) must be placed on a label and affixed to the bottom right of photograph.

The entry must have the official entry form attached.

### **Club Newsletter**

One copy of any club newsletter from July 1, 2009 through December 31, 2010.

The judging criteria will include overall appearance;

Presentation / style / format,

Overall content (club news, state, region, national news)

Distribution (who receives the newsletter).

No electronic copy will be accepted.

The entry must be on standard size paper with the official entry form attached.

### **Regular / YRE / Seasonal Event Brochure**

One copy of any event brochure must be from July 1, 2009 through December 31, 2010.

Compliance with AVA Form 405 (emailable on AVA website).

Overall appearance of brochure.

Presentation / style / format.

Clarity and completeness of content.

All entries must have the official entry form attached.

### **Community Relations Program / Local Sponsorship Program / Single Event Publicity Effort / Annual Publicity Program**

Although the rules for each of the above are the same, the entry must be identified.

A narrative description of the program that includes details of the Concept, Planning, Implementation and Results of the program. This narrative description must be typed, double-spaced on standard 8-1/2 x 11 plain white paper.

Documentation of the program to include newspaper articles, pictures, letters from program beneficiaries and letters from community official / local sponsor / media used. All newspaper articles must be mounted on 8-1/2 x 11 plain white paper and must identify the name of the publication and the date of publication. All pictures must be mounted on 8-1/2 x 11 plain white paper and the content of the picture adequately explained.

All materials will be submitted in a folder / notebook adequate to hold the materials. The official entry form will be attached to the front of folder / notebook.

Judging criteria will include:

Adequacy of each phase of the program (conceptualization, planning and implementation).

Overall success of the program.

Impact of program on the targeted community.

**Club Website**

Send URL to Joan Lampart Publicity Committee Chair at [jmlampart@verizon.net](mailto:jmlampart@verizon.net)

Websites should be fact filled, easy to navigate and current.

List what features you have that are unique.

**Club Logo / Mascot**

Club logo that is different and / or unique, please submit (include official entry form with logo)

Has it been used for advertising your club / event?

Official entry form should be attached to the front of the submission.

The American Volkssport Association will not be responsible for any late, lost, damaged or incomplete entries. All entries submitted to the Publicity Contest will become the property of the American Volkssport Association and will not be returned.

A separate official entry form must be used for each entry. The official entry form may be reproduced as needed.

Winners will be announced at the *2011 Biennial Convention* in Des Moines, IA. Names of the winners in each category will be published in *The American Wanderer* and Convention Awards Booklet. Winning photos will be used on the AVA website.

Questions: contact Joan Lampart Publicity Committee Chair at [jmlampart@verizon.net](mailto:jmlampart@verizon.net)

**All entries must be submitted to the following to arrive no later than March 1, 2011.**

AVA Publicity Contest  
Attn: Joan M. Lampart  
2124 Barley Drive  
Quakertown, PA 18951



Fun, Fitness, Friendship

AMERICAN VOLKSSPORT ASSOCIATION  
2010 PUBLICITY CONTEST  
ENTRY FORM

*A separate official entry form must be used for each entry.*

**CATEGORY OF ENTRY**

\_\_\_\_ Photographs  
      People  
      Places  
      Things

\_\_\_\_ Club Newsletters

\_\_\_\_ Regular Event Brochure

\_\_\_\_ YRE / Seasonal Event Brochure

\_\_\_\_ Community Relations Program

\_\_\_\_ Local Sponsorship Program

\_\_\_\_ Single Event Publicity Effort

\_\_\_\_ Annual Publicity Program

\_\_\_\_ Club Website (submit this information with URL by email)

\_\_\_\_ Club Logo / Mascot

Club Name: \_\_\_\_\_ AVA #: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Name of Submitter: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_