

AVA Biennial Publicity Contest

2015

All indications point to another exciting AVA Biennial Publicity Contest. The 2013 contest saw judges evaluating 114 entries from individuals representing 32 AVA clubs. There were 28 winners cited for excellence in thirteen competition categories. Winners of our 2015 national competition will be recognized at the 19th AVA Biennial Convention, June 15-19, in Salem, Oregon. Many of your entries will also be displayed there.

All contests have rules and regulations and ours is no different. Specific rules and submission category guidelines are attached. Note that the Community Relations Program, Local Sponsor Program, Single Event Publicity Effort, and Annual Publicity Program have been condensed into a single category called **Event(s) Community Engagement and Publicity** and the Club Mascot competition category has been eliminated for this year's contest because of poor participation in past contests.

A separate Official Entry Form must be submitted with each entry and this form may be reproduced as needed. Submit your form in an envelope and attach it to the items submitted for judging. All photography category entries must include the Photo Release Form.

Competition in the AVA contest is open to AVA members, clubs and state organizations. Names of the winners will be published in the American Wanderer newspaper, the AVA website, and other promotional outlets. Winning photographs or other images may be used on our website or for other purposes such as the cover photo on "Starting Point."

AVA cannot be responsible for any late, damaged or incomplete entries. All entries submitted to the contest will become the property of AVA and may not be returned.

All submitted entries must arrive at AVAHQ no later than April 10, 2015. Send them to the American Volkssport Association, 1001 Pat Booker Road, Ste. 101, Universal City, Texas 78148, Attention: Publicity Contest.

Entry submission deadline is April 10, 2015

OFFICIAL ENTRY FORM

American Volkssport Association 2015 Biennial Publicity Contest

This form must accompany each entry

Entries must arrive at AVAHQ no later than April 10, 2015

Check the appropriate category(s) below

___ Photography *Limit of three total entries per person. All three can be entered in one category if so desired*

___ People

___ Places

___ Things

___ Club Newsletter

___ Traditional Event Brochure

___ YRE/Seasonal Event Brochure

___ Club Website *Send URL and entry form via email to marketing@ava.org*

___ Club Logo

___ Event(s) Community Engagement and Publicity

(Please print or type)

Club Name _____ Region _____ AVA # _____

Address _____

City/State/Zip _____

Name of Submitter _____

Phone _____ email _____

Rules and Submission Category Guidelines

American Volkssport Association Biennial Publicity Contest

Competition in the contest is open to AVA members, clubs and state organizations

PHOTOGRAPHY

Photographs: Color and B&W taken during the period from May 1, 2013 thru December 31, 2014.

Subject Matter: People, places or things that you may have photographed while at an AVA event, club social gathering or while walking on or near a sanctioned trail. Submission limit of three total images per person please. All three may be entered in the same competition category.

Photos: Must be 8x10" and mounted on 8x10" foam board. Frames and matting are not permitted. Also include an electronic file on a PC-formatted CD ROM. The TIFF file format is recommended. Image resolution must be a minimum of 5.2 megapixels (2560x2048).

Description of photograph: Include photographer's name and email address, date the image was taken and brief description of image submitted.

Judging: Judges will select winners based on technical quality, originality, creativity, interest and AVA related themes.

Deadline for submission: April 10, 2015. Entries will become the property of AVAHQ and will not be returned.

Photo Release Form: Please complete and clip the Photo Release Form and include a copy with each photo submitted (limit of 3 images per person). This information, to include the Official Entry Form, should be placed in an envelope and attached to the back of the foam board matting.

PHOTO RELEASE FORM

I give the AVAHQ permission to use my photo images and the right to reproduce photographs for educational and promotional purposes, on the AVA website, on printed materials and on other products.

Signature: _____

Date: _____ Email: _____

Clip this form and place in an envelope along with the Official Entry Form.

CLUB NEWSLETTER

One copy of any club newsletter produced during the period from May 1, 2013 thru December 31, 2014. Electronic copies will not be accepted.

Judging criteria will include overall appearance, presentation style and format, overall content (club news, state, region, and national news), distribution size and scope.

Attach an envelope containing the Official Entry Form.

TRADITIONAL/YRE-SEASONAL EVENT BROCHURE

One copy of any event brochure produced during the period from May 1, 2013 thru December 31, 2014.

Judging criteria will include overall appearance, compliance with AVA Form 405 (Event Brochure Checklist located on the AVA website), overall appearance of brochure, presentation style and format, and clarity and completeness of content.

Attach an envelope containing the Official Entry Form.

CLUB WEBSITES

Submit your website URL in an email to Chuck Blische at Marketing@ava.org using subject line "WEBSITE ENTRY." This will allow judges to easily identify and access your site.

List what features you feel are special and include that notation along with your Official Entry Form.

Judging criteria will include overall appearance, timeliness of content, ease of navigation, incorporation of AVA information and any special features you identify.

CLUB LOGO

Submit one copy of your club logo produced during the period from May 1, 2013 thru December 31, 2014.

Judging criteria will include consideration of uniqueness of logo and extent of use in club promotions. Also design, color use and level of creativity.

Logo design must be mounted on 8 ½ x 11" foam board.

Attach an envelope containing the Official Entry Form.

Event(s) Community Engagement and Publicity

This category will judge your clubs efforts and ability to engage local and/or national community partners and organizations in support of planning, executing and publicizing your events.

Include a narrative (500 words max) that describes the event(s) and how partners participated or supported the event. Include newspaper articles, press releases, in-kind donations, pictures, letters from supporters, names of organizations, and any other documentation that will demonstrate the engagement of partners. Be creative!

Organize your narrative and support documentation in a folder, notebook, poster board or however you would like as long as your materials can be easily read and interpreted for judging, be creative!

Package and submit your entry with the Official Entry Form included indicating what category you are competing in.