



AVA PUBLICITY AWARDS
New category!
MULTI-DAY WALKING WEEKEND

A multi-day walking weekend is one that includes at least two different IVV sanctioned walks over a period of at least two days. (It need not happen over an actual weekend.)

Submission deadline: April 15, 2021.

Who can apply? This category is open to a club, a group of clubs, a region or a state association.

Time frame: The multi-day walking weekend must have occurred between January 1, 2019 to March 31, 2021 to be eligible for this award.

DATES OF EVENT: _____
(If this is an annual event, you may include both the 2019 and 2020 events.)

SUBMITTING CLUB/ASSOCIATION/REGION:

mailing address:

POINT OF CONTACT:

e-mail: _____
phone: _____

BRIEFLY DESCRIBE THE MULTI-DAY EVENT *(How many walks, what distances, and where? Is there an award? Did you have any activities in addition to walking? Does it coincide with a community event?)*

BRIEFLY DESCRIBE HOW YOU HAVE MEASURED THE SUCCESS OF YOUR MULTI-DAY WALKING WEEKEND? *(for example: how many unique walkers attended? How many walks were walked? Did you attract walkers other than club members? Any from out of your area who traveled specifically to walk with you? Did you attract any new walkers? Did you get local publicity? Did you develop or strengthen partnerships with other organizations / businesses? Did the club make money/lose money/break even? If it is an annual event, is attendance increasing/staying the same/declining)*

SUPPORTING MATERIAL:

The Publicity Committee will judge this category remotely, so **we require that you send electronic versions of any supporting material** that you want the committee to consider along with this application by April 15, 2021.

Supporting material could include images of any awards offered, copies of brochures or fliers, photographs, videos, or any other material you think would support your application. **The preferred format is JPG or PDF.**

The entries will be displayed at the AVA Biennial Convention in Madison, WI, June 26-July 3. You may mail the actual materials (awards, brochures, etc.) to the AVA National Office for display or bring them with you, if you are attending the convention. If we do not have actual copies, we will display copies of your electronic files. If you mail material, it must arrive at the AVA National Office no later than April 15, 2021 (mail to American Volkssport Association 1008 S. Alamo Street, San Antonio, TX 78210)