

AFCI MARKETING AWARDS 2010 ENTRY FORM



SUMMARY

The AFCI Marketing Awards will feature categories pertinent to today's film commission marketing and advertising. Marketing Awards entries will be judged equally across all jurisdictions, within the categories. An independent panel of professional marketers and entertainment industry end-users will undertake judging. The judging panel will assess each entry according to the criteria and select finalists in each category.

JUDGING CRITERIA

The judging panel will be evaluating entries in each category that best demonstrate the following criteria:

Campaigns/Print/Logo

- Design
- Clarity of concept/message
- Clarity of identity
- Cost effectiveness

Specialty Items/Other/Apparel

- Design
- Clarity of identity
- Quality of product
- Cost effectiveness

Digital Video/Website

- Quality of design
- Richness of content
- Intuitive navigation
- Compliance to standards
- Value to customers
- Use of the medium

ENTRY PROCEDURES

1. A separate sample must be provided for each category entered.
2. A completed entry form (or copy) must be attached to each individual entry.
3. Payment information must appear on at least 1 entry form.
4. All entries must have appeared or been used between January 1, 2009 and the present.
5. There is no limit to the number of categories or submissions within each category that a member can enter.
6. All entries for an individual commission can be packed into one shipping/ mailing carton.
7. **All entries must be received by March 24, 2010** for consideration. No entries can be accepted on-site at Locations Trade Show, due to early professional judging.
8. Mail entries to:
Kevin Clark
109 East 17th Street, Suite 18
Cheyenne WY 82001 USA
Phone: 1-307-637-4422

SUBMISSION DEADLINE

Entries must be received by **March 24, 2010**.

RESULTS

AFCI Marketing Awards results will be presented at the AFCI General Assembly Meeting on April 17, during Locations Trade Show 2010. Following the presentation of awards, winners will also be announced on the AFCI website.

INQUIRIES

Kevin Clark
Association of Film Commissioners International
109 East 17th Street, Suite 18
Cheyenne, WY 82001 USA
Phone: 1-323-461-2324
Fax: 1-413-375-2903
Email: kevin@afci.org

The AFCI reserves the right to present no awards in those categories where judges determine excellence has not been achieved or an insufficient number of entries have been submitted. AFCI cannot guarantee the return of entries. Do not send original artwork or masters. By submission of the Entry Form, Winners grant AFCI the right to reproduce ads or related materials. AFCI members must be in good standing to be eligible for participation.

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ENTRY INFORMATION DEADLINE: MARCH 24, 2010 Affix a separate entry form to each sample.

CAMPAIGNS

Submit entry mounted on mat or foam core. Provide printed sample where possible. Provide web address if appropriate.

- Print Advertising Single Ad
- Print Advertising Ad series
- Digital Advertising (website banners, e-newsletter banners, etc.)
- Digital Media (electronic newsletters, blogs, electronic brochures, etc.) Web address (if appropriate):

PRINT

- Production Guide
- Direct Marketing Piece

OTHER/SPECIALTY ITEM

Cups, posters, specialty items, other promotional materials, etc. Mount entry to mat or foam core where possible.

- Other/Specialty Item

APPAREL

- Hats, shirts, jackets, clothing, etc.

LOGO

Mount entry on mat or foam core. Logo size must be at least 3 inches (76mm) in diameter.

- Other/Specialty Item

DIGITAL VIDEO

Submit labeled DVD. Alternatively you may provide web address to view video online. Video must be available on day of judging. AFCI is not responsible for technical difficulties.

- DVD, Online Video, etc. Web address (if appropriate):

WEBSITE

Provide Web Address below. YOU MUST ALSO SUBMIT a printed screenshot of your homepage, mounted on mat or foam core. Website must be available on day of judging. AFCI is not responsible for technical difficulties.

- Website - provide address below:

FILM COMMISSION _____

CONTACT NAME _____

CONTACT PHONE _____ CONTACT EMAIL _____

PAYMENTS/ENTRY FEE

US \$50 includes first 2 entries submitted. US \$10 for each additional entry submitted. Example: 2 entries costs US \$50, 3 entries costs US \$60, 4 entries costs US \$70, etc. You can enter multiple items in an individual category. Payment must be received with the entry and is payable by check or credit card.

PAYMENT TYPE: Check Credit Card

TOTAL AMOUNT _____

CREDIT CARD # _____

EXP. DATE _____ CVS# _____ CARD TYPE: Visa Master Card Amex

BILLING ADDRESS _____

BILLING CITY _____ BILLING STATE/PROV _____

BILLING POSTAL CODE _____ BILLING COUNTRY _____

NAME ON CARD _____

SIGNATURE _____