



SPOKANE REGIONAL
MARCOM
ASSOCIATION

**∞spark
awards**
division 2: campaigns
2018 spokane regional marcom association

general information

info and entry fees

Dear Potential Spark Award Winner:

Did you, your organization or client create an amazing website in 2017? Did you run a stellar campaign? If you did that and more, we'd like to see it! Get your projects together – the 2018 Spark Awards are right around the corner!

Why should I enter?

Awards provide strategic value to organizations across marketing and communications functions. Beyond the recognition from peers and the snazzy trophy for your shelf, awards offer many benefits including:

- Attracting and retaining talent
- Gaining a sales advantage
- Reinforcing a creative direction
- Earning or solidifying support from leadership
- Strengthening credibility in a marketplace, industry or sector

How do I enter?

Entering the Spark Awards has never been easier! Just follow these four easy steps:

- **Step 1:** Select a Division and Category
- **Step 2:** Review Judging Guidelines
- **Step 3:** Fill out the entry form for your selected Division and group up entry materials
- **Step 4:** Submit your entry

Deadlines & Fees

Entry fees may be paid online at www.spokanemarcom.com by credit card prior to the drop off party on Tuesday, February 13 at Rogue Heart Media (2916 N Monroe) or by cash, credit card or check (made out to MarCom) at the drop off party.

The fees for each award submission are:

- **\$50 for all non-members**
- **\$40 for MarCom members**
- **\$30 for nonprofit members**
- **\$10 for all student entries**

This year's awards are Tuesday, April 17, 2018 at the Barrister Winery

Winners will be announced at the Spokane Regional MarCom Association Spark Awards ceremony on April 17, 2018 at the Barrister Winery. If you want your entry returned after judging, please plan to pick it up at the awards ceremony.

Questions?

If you have questions about submitting entries, contact:

Damon Pilgrim at dpilgrim@shrinenet.org or 509-768-9211.



general information

judging

How are entries judged?

A panel of marketing and communications professionals will judge the entries. Based on both numerical score and the quality and effectiveness of work (not the size of your budget), up to three awards will be given out in each category.

The awards are:

- **Merit Award** – entries receiving an 80 – 89.9 overall score.
- **Excellence Award** – entries receiving a 90 – 100 overall score.
- **Brightest Spark Award** – The three highest point values overall will receive this coveted award. These can come from Division 1, 2 or 3.
- **The Blaze Award** – This “best of show” award will be given to the highest scoring campaign entry in Division 2 that was also one of the Brightest Spark Awards recipients. This award recognizes a campaign or program that demonstrates clear impact on its target audience. The Blaze Award will be asked to make a 20-minute presentation about the entry at our monthly meeting in June, 2018.
- **The Dussault “Community Impact” Award** – This community award will be given to a campaign entry from Division 2 that demonstrates clear impact within the Spokane community. This award will not only be based on overall score, but will also be given at the discretion of a select group of judges. The winner will be asked to make a 20-minute presentation about the entry at our monthly meeting in June, 2018.
- **Kindling Award** – This award is the new kid on the block and is FOR a new kid on the block! This “newcomer” award is awarded to the highest scoring entry by an entrant who has never entered before. Look out for this winner!

step 1:

select division & category

Division 2 - campaigns

The following categories emphasize communication campaigns or programs that represent a communicator's full range of skills and tools. Entries should include a combination of materials that demonstrate the project or campaign.

Category 1: Media Relations

Programs targeting external print, online, or broadcast news media.

Category 2: Internal

Programs primarily targeting employees and internal stakeholders.

Category 3: External

Programs designed to help market products or services, or that are specifically targeted to shareholders, donors, investors, customers or similarly defined external audiences. (Any external campaign from a for-profit organization should enter here).

Category 4: Crisis Communications

Internal and/or external plan for dealing with a crisis.

Category 5: Community/Government Relations

Programs targeted to community or policymaking audiences, and /or designed to raise public awareness and good will.

step 2:

review judging guidelines

Spark Award Entry Guidelines:

You may submit as many entries as you like. Please submit a separate entry form for each entry. Judges may disqualify entries for missing elements, so please review your entry materials carefully before submitting.

Judging Guidelines:

- Entry effectively accomplishes what it set out to do (results align with goals/objectives) (24 points)
- Entry is cohesive overall in terms of appearance, style, and structure (24 points)
- Entry is engaging and appropriate for target audience(s) (24 points)
- Entry meets high professional standards and is free of errors (24 points)
- Entry has the WOW factor - these points are like extra credit. The standard score is "0" (0-4 points)

Entry Requirements:

- Submit entries for work completed between January 1, 2017 and December 31, 2017.
- Submit all projects/materials in original form, including special packaging. Entries that must be viewed on a computer during judging must be compatible with both MAC and PC operating systems.
- If you're submitting a product that's larger than 11x17 it must be foldable or rollable. You may also use a clear 8x10 photograph or 8.5x11 printed reduction of the material to show design work. If you include a reduced version, be sure to note the scale of the original.
- If entry is a redesign, submit both the new product and the old product.
- For news releases, submit a single news release or a series of up to three closely related releases as they produced for distribution.
- If possible, for magazines, newspapers and newsletters, submit three consecutive issues produced in 2017 as one entry.
- For websites, provide the URL. To assist judges, consider submitting screen captures or print copies of key pages.
- Entries will be disqualified if they are submitted incorrectly (including in a format other than specific), incomplete, fail to open or run when launched, or prove to be incompatible with standard software and hardware.

step 3:

fill out entry form & gather materials

2018 Spark Awards Entry Guidelines (Read carefully, this has changed from previous years!)

Based off feedback requesting more space for entries, entries will now resemble more of a wrap report, than an actual form. This is the only sheet you will fill out, and will be used as a cover sheet for your full entry. The following page(s) are merely a guideline for content, form and manner to help you format your entry packet and ensure all the essential pieces are there.

All entries are due by Tuesday Feb 13, 2018. Entries can be submitted at the Spark Awards Drop Off Party from 4-6pm. If you cannot attend the party, you can deliver your entry early to Damon Pilgrim at Shriners Hospitals for Children — Spokane before 3pm on Feb 13, 2018. Entries not submitted by 6pm will not be considered.

Category:

Entry Title:

Organization produced for:

Organization produced by:

Name(s) for person(s) to receive award. (Exactly as you would like it to appear on the award):

Mailing Address:

Phone:

This is my first Spark Awards entry ever!

Email:

Creative Brief (200-word max):

step 3:

fill out entry form & gather materials

2018 Spark Awards Entry Guidelines (Do not write on this page. This is a guide for creating your own entry packet)

List of goals and objectives: Be clear about the original intent of your project and what you hope to accomplish.

List of target audiences: Specifically as you can, tell our judges who your target audience was when creating your project.

Execution/Implementation (strategies and tactics): What strategies and tactics did you use and what was your thought process behind them?

Results: Results are the most important thing to describe! This could include everything from quantitative data like click through rates and budget to qualitative feedback like testimonials from customers. Remember, results should always tie back to your goals and objectives.

step 4:

submit your entry

Delivery Directions:

Option 1: Drop off party!

Tuesday, February 13, 2018 (4-6 pm)

Rogue Heart Media
2916 N Monroe St.
Spokane, WA 99205

A photograph will be taken of you with your entry that may be used in the Spark Awards presentation. Beverages and appetizers will be served. This is MarCom's preferred method of delivery

Option 2: Mail or hand-deliver

Deadline: Tuesday, February 13, 2018 (No later than 3 pm)

To: Damon Pilgrim
Shriners Hospitals for Children — Spokane
911 W 5th Ave
Spokane, WA 99201