



2017 **spark
dwards**
divison 2: campaigns
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 2016? Did you run a stellar campaign? If you did that and more, we'd like to see it! Get your projects together – the 2017 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 **Wednesday, February 15 at Dean Davis Photography (216 W. Pacific, Suite 102)** 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 **Wednesday, April 19, 2017** at the **Red Lion Hotel**.

Entries will be announced at the Spokane Regional MarCom Association Spark Awards ceremony on **April 19, 2017** at the **Red Lion Hotel**. 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, 2017.
- **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, 2017.

step 1: | select division & category

Division 2 – MarCom 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 policy-making 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) (25 points)
- Entry is cohesive overall in terms of appearance, style, and structure (25 points)
- Entry is engaging and appropriate for target audience(s) (25 points)
- Entry meets high professional standards and is free of errors (25 points)

Entry Requirements:

- Submit entries for work completed between January 1, 2016 and December 31, 2016.
- 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 2016 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

201+ Spark Awards Entry Form Division 2 – MarCom Campaigns

The following form acts as your entry for Division 2 for the 2017 Spark Awards.

All entries are due by **Wednesday Feb 15, 2017**. 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 **Emily Easley at DH before 3pm on Feb 15, 2017**.

Entries not submitted by 6pm will not be considered for judging.

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:

Email:

In no more than 1,000 words total, please provide detail for the following sections. Creative Brief:

step 3:

fill out entry form & gather materials

2017 Spark Awards Entry Form
Division 2 – MarCom Campaigns (page 2)

Goals and Objectives:

Target Audiences:

Execution/Implementation (Strategies & Tactics):

Results:

TIP: 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!

Wednesday, February 15, 2017

4 – 6 p.m.

Dean Davis Photography
216 W. Pacific Ave., Suite 102
Spokane, WA 99201

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: Wednesday, February 15, 2017

No later than 3 p.m.

To: Emily Easley
DH
315 W Riverside Ave., Suite 200
Spokane, WA 99201