

## 2010 Flagler Awards

The Flagler Awards were established by the Florida Commission on Tourism to recognize outstanding tourism marketing in Florida. Each year, the Flagler Awards honor many of the countless individuals and organizations that help sustain and improve Florida's position as one of the world's most popular travel destinations. The Awards pay tribute to the determined efforts of those who use their skill, resourcefulness, creativity and innovative spirit to market Florida to the world, and in doing so help ensure the continued success of the state's most important industry.

### IMPORTANT REMINDERS FOR 2010

- Mounting entries is OPTIONAL. See [Entry Guidelines](#) for more information on submitting entries.
- Only certain entries CAN be entered in more than one category. See [Entry Categories](#) for details.
- Project Summaries that exceed TWO pages in length may be disqualified. See [Project Summary](#) for details.
- The "Special Event" category applies to consumer-focused events only, and does NOT include tourism industry-only events such as annual meetings, training seminars or conferences. See [Entry Categories](#) for more information.

### HOW TO ENTER

Review the [Category](#) list to determine in which category your work should compete. Complete and print an [Entry Form](#) and a [Project Summary](#) for each entry submitted. Make sure to provide enough information on the Project Summary for judges to effectively evaluate your entry.

### ELIGIBILITY

All marketing materials, programs, events or activities executed for the purpose of promoting tourism to or within Florida are eligible for entry. Entries may be submitted by any Florida-based company, association, non-profit organization, government agency or individual that markets to tourists a Florida product, service or experience. Entries may also be submitted by the advertising, public relations or other marketing professional representing the tourism or hospitality organization for which the work was performed. All work entered must have first been utilized between January 1 and December 31, 2009. See [Entry Rules](#) for other important guidelines.

### ENTRY FEES

\$30 per entry for VISIT FLORIDA Partners

\$45 per entry for non-Partners

Checks should be made payable to VISIT FLORIDA and accompany submitted entries. Payment can also be made by using American Express, VISA or MasterCard (see [Entry Form](#)). One check can be submitted for multiple entries from the same organization. If you require a Purchase Order for the entry fee, contact VISIT FLORIDA directly at (850) 205-3857 or [sgale@visitflorida.org](mailto:sgale@visitflorida.org).

### ENTRY DEADLINE

Friday, May 14, 2010

All completed entry forms, support materials and entry fees must be received by Monday, May 11, 2010. No entries will be accepted after the deadline. Mail or deliver entries to:

The Flagler Awards  
c/o Hayworth Creative  
700 W. Granada Blvd., Suite 100  
Ormond Beach, FL 32174  
(386) 677-7000

## **JUDGING**

Using a 100-point scale, judges evaluate each entry based on two components, each worth 50 points: the Project Summary and Support Materials. The panel of judges uses these two components to evaluate each entry on its own merits, not against other entries. The highest scoring entry in each category receives top honor – The Henry. Entries that meet or exceed a minimum threshold score receive a Finalist Award. All decisions are final.

## **AWARDS CEREMONY**

The Flagler Awards will be presented during award ceremonies at the Florida Governor's Conference on Tourism, September 26-29, 2010. **All winners will be notified by VISIT FLORIDA prior to the Conference.**

## **PROJECT SUMMARY (50 points)**

Using a 100-point scale, judges evaluate each entry based on detailed information provided in the Project Summary (50 points), and on the Support Materials (50 points). Each Project Summary should address the following five topics, each worth the number of points shown below. An entry may be disqualified if judges determine that there is not enough information on which to base their evaluation. To aid the judging process and avoid disqualification, Project Summaries should be typewritten, and not exceed TWO pages in length.

### **Target Audience (5 points)**

Describe who you were trying to reach with your entry, and why this audience was targeted.

### **Purpose/Objective (5 points)**

State clearly the purpose(s) or marketing objective(s) of the entry.

### **Implementation (25 points)**

Describe how you went about developing, creating and using the entry. Include any strategies, techniques, methods and approaches you used to achieve the stated objectives and reach the target audience. Judges will use this information to evaluate how well your entry addressed the stated objectives and the identified target audience.

### **Impact/Results (10 points)**

Summarize any tangible or measurable results achieved, i.e. visitor count increases; inquiry increases; increased reader-, viewer- or listenership; press coverage; economic impact or related data, etc. Qualitative, quantitative or both, this information will allow judges to evaluate how effectively the entry accomplished the stated objectives. Supporting documentation should be readily available for judges upon request.

### **Project Costs (5 points)**

Provide an estimated or exact cost for the entry, giving some indication of how available funds were utilized in the design, implementation and measurement of the project. Judges will use this information to evaluate the effectiveness of the entry relative to the cost.

## **SUPPORT MATERIALS (50 points)**

In addition to information provided on the [Project Summary](#), judges will review supplied Support Materials, worth 50 points. Support Materials can be as simple as a single print advertisement (as in the Print Advertising category) or can include a wide variety of materials as described below. Judges will evaluate materials based on the objectives and audience described in the Project Summary, and will rate the overall quality and creativity of materials (writing, design, production, etc.) Support Materials may include any combination of the following, and more:

- Samples of brochures, sales kits, media kits, information sheets, visitor or meeting guides, newsletters, posters, invitations, press releases/announcements, and other printed materials
- Samples of print, web, TV, radio, outdoor and other ads; videos, CDs, DVDs, and other interactive, audio or video materials
- Evidence of impact or results, such as publicity clips and/or TV news coverage, letters of support, photos, research results, web traffic reports, etc.
- Samples of specialty merchandise or other promotional items such as clothing, decals, calendars, pens, umbrellas, etc.

Be sure to include samples of any materials referenced in the Project Summary. Support Materials should be submitted according to the [Entry Guidelines](#).

## **ENTRY CATEGORIES**

With the exception of the Marketing Campaign category, no materials, programs or activities may be entered in more than one category. The individual elements of a Marketing Campaign entry (i.e., ads, brochures, web sites, etc.) may be entered into other appropriate categories, as well as collectively in the Marketing Campaign category. Select the most appropriate category for each entry.

### **1. Creative Partnering**

Any program, tour, advertising program, publication, event or other activity that is the result of a partnership between two or more destinations, businesses or organizations (excluding VISIT FLORIDA), sharing resources to promote a common experience or product.

### **2. Creativity in Public Relations**

Any program, press tour, press reception, press conference, media kit, VNR, news release, social media event or campaign, or other public relations tool or activity.

### **3. Special Event**

Any special event designed to attract visitors, such as anniversaries, grand openings, festivals and other one-time or annual events. Industry-only events such as annual meetings or conferences should not be entered as a Special Event.

### **4. Multicultural Marketing**

Any advertising, public relations or marketing effort, single or campaign, which integrates multiculturalism into mainstream marketing, or which targets specific multicultural niche markets.

### **5. Resource/Promotional Material – Trade**

Any guide, tour planner, brochure, external newsletter, video, CD, sales kit or other material created for meeting & convention, tour & travel, or business-to-business markets.

- 6. Resource/Promotional Material – Consumer**  
Any brochure, visitor guide, newsletter, vacation planner, trip or tour guide, directory, magazine, video, CD or other material created for consumer markets.
- 7. Direct Mail**  
Any trade or consumer direct mail piece, single or campaign, three dimensional or flat, in any market.
- 8. Web Sites**  
Any web site developed for trade, consumer or media use. Submit URL and color reproduction of home page. If the site is no longer active, provide the necessary files on disk. Web entries may be judged at any time after entry is received.
- 9. Internet Marketing**  
Any search engine marketing, email/e-newsletter marketing, social media marketing (blog, viral), online reputation management, or online display/interactive advertising program or campaign used to reach trade, media or consumer audiences. Submit appropriate print reproduction and/or necessary files for interactive and rich media entries.
- 10. Out-of-Home**  
Any flat or dimensional outdoor board, poster or bulletin, vehicle graphic, mass transit or site, single or campaign, appearing in any market.
- 11. Newspaper**  
Any newspaper ad, single or campaign, any size, black and white or color, appearing in any market.
- 12. Magazine**  
Any magazine ad, single or campaign, any size, four color or less, trade or consumer, appearing in any market.
- 13. Television**  
Any television spot, single or campaign, any length, appearing in any market.
- 14. Radio**  
Any radio spot, single or campaign, any length, appearing in any market.
- 15. Mixed Media Campaign**  
Any marketing campaign, consumer or trade, in any market, involving a minimum of three elements, such as sales, promotions, direct mail, public relations, radio, television, print, Internet, etc. Entry should include samples of each campaign component.

#### **BEST OF SHOW**

In addition to the categories listed above, the 2010 Flagler Awards will include three **Best of Show** awards. Judges will select a Best of Show winner for each of three categories based on the submitting organization's **total 2009 marketing budget**:

- A) Less than \$100,000
- B) \$100,000 to \$1 million
- C) More than \$1 million

To be considered for a Best of Show award, entrants must indicate the appropriate budget category for their organization on the Entry Form.

## **ENTRY GUIDELINES**

### **Entry Forms**

Complete and print an Entry Form and Project Summary for each entry submitted. Entry Forms, Project Summaries and fees should be paperclipped together and accompany entries when shipped or dropped off. All entry materials will be properly processed and labeled when prepared for judging. A single payment may be made for multiple entries. Entry Forms should NOT be mounted on entries.

### **Preparing Project Summaries**

To assist in entry processing, please do NOT staple or bind Project Summary pages into three-ring binders. The Summary pages should be paperclipped to the accompanying Entry Form. Also, to assist in the judging process, please limit Summaries to TWO pages.

### **Preparing Support Materials**

Mounting of entries is no longer required. Instead, whenever possible, physical entries should be placed in an appropriately-sized envelope – manila, white or transparent. Campaign entries should be placed in an envelope, with each piece labeled on the back as “1 of 3” or “2 of 3”, etc.

### **3-D or Multiple Items**

If a three-dimensional item is small enough, place it in an envelope as well. If a 3-D item is too large for an envelope, or an entry includes multiple items that will not easily fit into an envelope, place the items in an appropriately-sized box.

### **Binders**

Publicity clips, research results, press materials and other printed documentation or support materials may be submitted in a standard hard-sided, three-ring binder.

### **Broadcast and Audio Visual Entries**

Video and television entries should be submitted on DVD. Audio entries should be submitted on CD. Entries should be “viewing copy only” and contain no color bars, tones or slates. Please test all audio and video disks to verify proper playback operation before submitting.

Use separate CDs or DVDs for each single entry. For campaign entries, enter all components on one. Label each case/piece with the category, entry name and submitting organization. For campaign entries, indicate the number of spots in the campaign. Entry Forms, Project Summaries and Entry Fees should be placed in the envelope with each entry.

### **Internet / Interactive Media Entries**

For Web Site and all online entries, submit the active URL and an 8.5” x 11” color screen shot of the homepage, pop-up, banner, etc. for reference. If the site or ad is no longer active, provide a PC-compatible CD of the site/entry. The screenshot is for reference and display purposes only. Whenever possible, judging will be done online using the submitted URL. For sales packages and other disk-based entries, submit on DVD/CD. Entry Forms, Project Summaries and Entry Fees should be placed in the envelope with each entry.

### **Entry Identification**

Mark the outside of each envelope, binder, box or other case with the following information:

- Category Name
- Entry Name
- Name of Entrant Organization

Entry Forms, Project Summaries and entry fees should be placed inside the envelope, binder, box or other case with the entry.

### **Payment**

Payment to VISIT FLORIDA for the appropriate entry fees must accompany each entry or group of entries. One check may be submitted for multiple entries. For payment by credit card, see the [Entry Form](#). If you require a Purchase Order for the entry fee, contact VISIT FLORIDA directly at (850) 205-3857 or [sgale@visitflorida.org](mailto:sgale@visitflorida.org).

### **Return of Materials**

It is recommended that you do not submit irreplaceable materials. Arrangements for the return of submitted materials must be made at the time of submission and at your own expense. Even so, VISIT FLORIDA cannot guarantee the return of materials in their original condition.

### **Disqualification**

If judges determine that an entry or submitting organization does not meet eligibility requirements or entry guidelines, that entry may be disqualified.

### **ENTRY RULES**

- All work entered must have first been utilized between January 1 and December 31, 2009.
- With the exception of the Marketing Campaign category, no materials, programs or activities may be entered in more than one category. The individual elements making up a Marketing Campaign entry (i.e., ads, brochures, web sites, etc.) may be entered in the appropriate categories, as well as together in the Marketing Campaign category. Select the most appropriate category for each entry.
- A completed Entry Form and Project Summary must accompany each entry.
- All entries must use "new" materials. To qualify as "new" materials, copy must be completely different from that used in any previous brochure, ad, web site, etc. The same headline with different copy does not qualify, nor does changing only dates, locations, times, etc. The illustration or photography can be the same, but the thrust and content must be new.
- Any entry submitted in the wrong category may be reassigned to the appropriate category for judging.

For more information or clarification on entry preparation or requirements, contact Maria Hayworth at (386) 677-7000 or [flaglerawards@visitflorida.org](mailto:flaglerawards@visitflorida.org).