

Festivals & Events Ontario

FEO Achievement Award 2019

Recognizing the accomplishments and successes of member festivals and events by honouring best practices over many different categories within the industry across the Province of Ontario.



Each year, Festivals & Events Ontario honours best practices over many different categories within our industry. Past Achievement Award winners provide examples of how festival and event planners use innovative tools to create memorable experiences.

Take your Achievement Award win everywhere you go with exclusive use of the FEO Achievement logo, and the ability to brand yourself as an "Award-winning Festival".

Achievement Award Recognition

Become a FEO Achievement Award winner in 2018 and benefit from these high profile marketing opportunities for your festival/event:

- Your festival/event is guaranteed a listing in the 2018/2019 Festivals & Events in Ontario Guide, with a planned distribution of 225,000 across the province and readership of 500,000;
- You will be mentioned as an Award winner on a dedicated page in the 2018/2019 Festivals & Events in Ontario Guide;
- FEO promotes the Achievement Award winners to media outlets, OTMPC and travel writers immediately following the Awards Gala and throughout the year;
- Your listing will be tagged an Award winner on the FEO website;

- Each winner will be provided with a template news release to assist with individual media relations and a copy of the award logo to use on your website, news releases and other communication materials.

Awards Based On Budget

Overall Budget Categories Include:

(Budget is defined as the overall festival/event budget)

\$100,000 or less

\$100,001 - \$500,000

\$500,001 or more

Sponsor of the Year (ENTRY SHOULD HIGHLIGHT A SPECIFIC SPONSOR (NON-COMMUNITY) THAT STANDS OUT ABOVE ALL OTHERS)

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and description of main event.
- 2) Description of sponsor; level of sponsorship (cash/in-kind).
- 3) Details of benefit package and length of sponsorship/partnership.
- 4) Quantity and quality of support to event by sponsor.
- 5) Goals and success of relationships for both event and sponsor.
- 6) How the sponsor stands out over all other sponsors.

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Nominations
are due to FEO by
Nov. 16, 2018



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- 7) Activation of Sponsorship by Sponsor.
- 8) What was the overall effectiveness/success of the event? Please provide measurable results.

Two awards will be presented, one to the festival or event and the other to the successful sponsor.

Best Promotional Campaign *(does not include Social Media campaign which has its own award)*

Question: Please provide an overview answering the following question using no more than one (1) page.

- 1) What was the overall effectiveness/success of the event? Please provide measurable results.

Entries will demonstrate the positive use of traditional marketing material, media opportunities, promotional material and websites for the benefit of the festival or event.

Best New Festival or Event

New festival or event must have completed at least one (1) year of operation and not more than three (3) years. The new festival/event may be associated with, or share the theme of an existing festival/event, but not be included as a part of the main festival/event.

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and background of main event.
- 2) Description and purpose/objective of new festival/event.
- 3) Target audience and attendance/number of participants.
- 4) Overall revenue/expense budget of event.
- 5) Duration of program (start to finish).
- 6) Description of sponsor/charity/volunteer/school/other group



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- 7) What makes the event unique and creative?
- 8) What was the overall effectiveness/success of the event? Please provide measurable results.

Best Community Partner Outreach Program

Programming done throughout the year to benefit and help include all parts of the community, while enhancing the image and brand of your event/organization throughout the year.

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and background of main event.
- 2) Description and purpose/objective of Outreach Program.
- 3) Target audience/attendance/number of participants.
- 4) Impact program had on the community.
- 5) Tie-in of program to main event.
- 6) Duration of program (start to finish) and number of years program has been part of event.
- 7) Overall revenue/expense budget of specific program.
- 8) Description of sponsor/charity/volunteer/school/other group involvement with program and benefits to each (if applicable).
- 9) What was the overall effectiveness/success of the event? Please provide measurable results.

Two awards will be presented, one to the festival or event and the other to the successful partner.

Best Greening of a Festival or Event

Entries must demonstrate the efforts made by a festival or event to ensure earth-friendly practices are carried out throughout the planning, implementation and evaluation of their festival or event.

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and background of main event, description of the organization and the community in which the festival or event is held.

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- 2) Description and purpose/objective/environmental focus of Green Program.
- 3) Target audience/attendance/number of participants.
- 4) What kinds of waste generated, what "Green" initiatives were used (i.e. – recycling or waste removal from host community).
- 5) Measurable results: how much was recycled; savings/cost of Green program; carbon footprint reduction.
- 6) Non-tangible results: education; awareness; involvement etc.
- 7) Duration of program (start to finish) and number of years the program has been a part of the event.
- 8) List the event supporters and describe the multi-sectoral supporters (sponsor/charity/volunteer/school/municipal governments and other groups) contributions they made to the success of the event.
- 9) Tie-in of program to main event.
- 10) Overall revenue/expense budget of program.
- 11) What was the overall effectiveness/success of the event? Please provide measurable results.

Awards Not Based On Budget

Best Fundraising Idea (*entry may include fundraising programs as well as awareness programs*)

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and background of main event.
- 2) Description and purpose/objective of Event/Program.
- 3) Description of selected cause and why/how it was selected.
- 4) Target audience/attendance/number of participants.
- 5) Tie-in of program to main event.



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- 6) Duration of program (start to finish) and number of years program has been part of event.
- 7) Overall revenue/expense budget of specific event/program.
- 8) Description of sponsor/charity/volunteer/school/other group involvement with event/program and benefits to each (if applicable).
- 9) What was the overall effectiveness/success of the event? Please provide measurable results.

Best Social Media Campaign

Question: Please provide an overview answering the following question using no more than one (1) page.

- 1) What was the overall effectiveness/success of the event? Please provide measurable results.

Entries must demonstrate the positive use of social media as part of their regular promotional campaigns. Please include a description of what forms of social media (ie Facebook, Twitter, LinkedIn, Blogs, FourSquare, Google+, etc.) are used, how they are used and managed.

Best Youth Initiative

Entries must demonstrate the positive incorporation of youth into their regular festival or event programming. Be sure to explain the number of ways in which youth are encouraged to participate in the festival/event and how they benefit from participating.

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item.

- 1) Introduction and background of main event.
- 2) Description and purpose/objective of Youth Program.
- 3) Target audience/main target age group.
- 4) Attendance/number of participants.
- 5) Activities/entertainment provided.
- 6) Local school involvement.
- 7) Tie-in of program to main event.

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- 8) Overall revenue and expense budget of specific program/ event.
- 9) Description of sponsor/charity/volunteer/school/other group involvement with event/program and benefits to each (if applicable).
- 10) Duration of program (start to finish) and number of years program has been part of event.
- 11) What makes the program unique and creative?
- 12) What was the overall effectiveness/success of the event? Please provide measurable results.

Best NEW Single Sponsorship Opportunity

New activity/program within an Event created specifically to recruit a new sponsor or created after a new sponsor came on board.

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item

- 1) Introduction and description of main event.
- 2) Description and purpose of New Sponsorship Opportunity.
- 3) Description of the targeted sponsor for the opportunity and why the sponsor was targeted.
- 4) Explain the synergy between the event and sponsor.
- 5) What was the overall effectiveness/success of the sponsorship? Please provide measurable results.

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Best Volunteer Program

Questions: Please provide a detailed overview explaining the following using no more than one (1) page for each item together with applicable examples.

- 1) Introduction and background of main event.
- 2) Description and purpose/objective of Volunteer Program.
- 3) Target audience/attendance/number of participants.
- 4) Duration of program (start to finish) and number of years program has been part of event.
- 5) Volunteer demographics (age, gender, individuals, charities, schools etc.).
- 6) Volunteer job descriptions.
- 7) Recruitment methods/materials/applications.
- 8) Communication methods/materials.
- 9) Training guides/programs/handbooks/materials.
- 10) Organization and schedule information/materials.
- 11) Volunteer perks/benefits.
- 12) Appreciation/recognition methods/materials.
- 13) Retention methods/materials.
- 14) Description of sponsor/charity/volunteer/school/other group involvement with program and benefits to each (if applicable).
- 15) Overall revenue/expense budget of program.
- 16) Overall effectiveness/success of the program.
- 17) Measurable results: ratio of volunteers to guests; # of volunteers; # of volunteer hours; # of volunteers in database; estimate of the financial value of your volunteers



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Innovate ★ Integrate ★ Collaborate

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For more information, contact **Martha Cookson** at awards@festivalsandeventsontario.ca

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