

Festivals & Events Ontario

Festivals
100 & Events

PROGRAM 2020

Acknowledging industry excellence, this designation provides its recipients with a high visibility profile and marketing benefits unmatched by any other awards program in the province.



Don't miss out! The FEO Top 100 Festivals & Events Program is recognized by festival goers, peers and government officials alike as Ontario's leading source of quality festivals and events happening across the province

TOP 100 FESTIVALS & EVENTS AWARD RECOGNITION

Become a FEO Top 100 Festival/Event in 2019 and benefit from these high profile marketing opportunities

- Your festival/event is guaranteed a listing in the 2020/2021 edition of the Festivals & Events in Ontario Guide, with a distribution across the province and on-line;
- Your Events Guide listing will include a thumbnail image and is also colour-coded, by month, helping consumers identify the Top 100 each month;

- There is also a special highlighted section of the Top 100 in the front pages of the Events Guide;
- FEO promotes the Top 100 winners to media outlets, OTMPC and travel writers immediately following the Awards Gala and Dinner and throughout the year;
- Each winner will be provided with a template news release to assist with individual media relations;
- Take your Top 100 win everywhere you go with exclusive use of the FEO Top 100 logo, and the ability to brand yourself as an "Award-winning Festival/Event";
- Special promotion is given to Top 100 through FEO's social media channels and e-Newsletters;
- The Top 100 are also exhibited with high levels of exposure on FEO's website; receiving 375,000 page views per year, the website serves as a portal for the industry across Ontario. The Top 100 also have a dedicated page on the website as well www.festivalsandeventsontario.ca/members/top-100.

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INNOVATE
ELEVATE • ENHANCE • EVOLVE



Nominations
are due to FEO by
Nov. 15, 2019

For more information, contact **Pinky Eder** at awards@festivalsandeventsontario.ca

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TOP 100 FESTIVALS & EVENTS PROGRAM 2020

CRITERIA & QUESTIONS

Your festival/event must have been in operation for at least the previous three(3) years and will be in operation next year.

- 1) Write a 100-word description about your festival/event.
- 2) What are the main objectives of your festival/event?
- 3) Who is/are your target audience(s)?
- 4) List five(5) popular/unique components of your festival/event based on fan feedback.
- 5) Describe how your festival/event contributes to the community?
- 6) Describe the economic impact the festival/event has on the community.
- 7) Describe how you plan to enhance your festival/event next year to keep festival-goers coming back?

All entries are judged against a set of criteria as outlined below:

80% of points:

- Uniqueness of Event;
- Audience Appeal;
- Economic Impact to Community;
- Overall Quality of Experience;
- Complete Entry;

20% of points:

- Promotional Material;
- Website/Virtual Media;
- Statistical Data;
- Letters of Endorsement;
- Fan Feedback;
- Write-ups/Reviews;
- Photo Gallery.

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