

# Make Your FEO Award Submission Stand Out!

Everyone likes to win awards and sometimes when creating our submissions, we overlook the simple things that are so important. With the FEO's Award Program deadline fast approaching, here are a few useful tips on what the judges typically look for in an awards entry. These tips will not guarantee that you will win, but if followed, will help your submission stand out!

## Read and Re-Read All Information

Make sure you read through all of the information first before beginning your submission. Visit the [FEO Awards Program](#) page on FEO's website, reading "[Information Applicable to All FEO Awards](#)" first! You will find detailed information on "How to Apply", application fees, entry information/submission details and more!

It is important to review and follow the "Award Requirements" for the award category you wish to apply for, noting requirements are different for each award.

## How to Enter:

Think back on all your accomplishments over this past year that you and your team are most proud of.

1. Carefully review the **Information Applicable to All FEO Awards**
2. Carefully review and prepare the "Award Requirements" for the award category you wish to apply for.
3. Complete your submission, no more than 5 pages typed, and convert it to a PDF.
4. Pull together digital versions of your supplemental materials that best showcase your accomplishments.
5. Complete the Award Entry Form
6. Submit your nomination, supplemental materials, and registration form electronically by web transfer. **Exception:** Submit your FEO Top 100 nominations in a bound binder format to FEO's office.

## Categories, Sub Categories, and Award Requirements:

**FEO Top 100 Festivals & Events Award: [Award Requirements](#)**

**FEO Hall of Fame Award: [Award Requirements](#)**

**FEO Student Leadership Award: [Award Requirements](#)**

**FEO Achievement Awards: [Award Requirements](#)**

- Sponsor of the Year
- Best Promotional Campaign
- Best New Festival or Event

## Answer the Questions Fully, Sticking to the Criteria

Type the question at the top of the page, using one page per question. Make sure your answer effectively speaks the question asked. There is nothing more disappointing for a judge than to read a response that is missing an element or missing the mark on the question altogether. As obvious as it sounds, the closer you follow the criteria, the closer you are to getting your hands on an award!

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## 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.

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.

## Answer the Questions Concisely

Make sure that you are paying attention to the page count. As Judges are reviewing several submissions, give them enough information that they can understand what your festival/event is all about but not so much that they stop reading. Keep paragraphs to a maximum of 80 words and sentences up to 25 where possible. Total page count when answering questions should be no more than 5.

## Tell Us What Makes Your Event Great!

Highlight what makes your festival/event different from others. Imagine you are a judge and are faced with a number of entries to read – you need to make your entry stand out. Most award judges won't know how great your festival/event is until you tell them. This means in all of your answers you need to explain why your festival/event deserves to win the award, talk about your achievements and show the judges how unique your festival/event is. A winning entry will be engaging and will tell a story.

## Include Supporting Evidence but Not Too Much!

Less can be more! The judges are reviewing many submissions so don't go overboard and include 40 news clippings! Including enough information and supporting evidence is important but equally important is limiting your supporting materials to the following as additional materials will not be judged:

5 examples of Letters of Endorsement (fan feedback, Tourism/Govt Offices, travel writers, vendors etc.) - Third party testimonials will add weight to your awards entry.

5 examples of Promotional Material (program, rack card, media articles etc. - screenshots accepted)

Up to 10 Photographs - Quality photography can help your submission to stand out and look professional.

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Up to 5 examples of Statistical Data (economic impact study findings, survey results etc.)

## **Don't Delay - Start Early**

Be aware of the November 15 deadline. As long as your entry is post-marked November 15 your application will be accepted. Give yourself enough time to write the submission and gather supporting documents and photos. Starting well in advance of the deadline allows you time to refine your submission. Leave it too late and you run the risk of missing information or the deadline altogether!

## **Review, Review, Review**

Have a colleague review your draft (especially if you need to submit from a template). This will allow for another set of eyes to proofread, checking for typos/grammar and will ensure your submission accurately represents your festival/event.

## **Most important**

It is impossible to win an award if you don't first submit an award application! You can do this!