2014 VIRGO TRAVEL & TOURISM AWARDS

ENTRY FORM - DEADLINE FOR SUBMISSION - MARCH 27

## The VIRGO Travel & Tourism Awards Program is organized by the Virginia Association of Convention and Visitors Bureaus (VACVB) and is open to individuals, businesses, organizations or other entities located in the Commonwealth of Virginia. The program is open to VACVB members and non-members. Entries must have been produced between January 1, 2013 and December 31, 2013 and should pertain to programs that promote travel to and within the Commonwealth of Virginia, not outbound travel.

Entry Procedures

* Complete the entry form, a typed duplication of the entry form, or print off the online version at [www.vacvb.com](http://www.vacvb.com/)
* Choose the appropriate category for submitting ·each entry.
* Include a *concise* summary with no more than one double-sided, single-spaced, typewritten page.
* Present entry with supporting materials *(Keep in mind these items will be on display at the awards dinner as well).*

## Title of the Entry: Total Cost of the Project: $

## Organization:

## Address: City: Zip code:

## Phone: ( ) - Fax: ( ) - Email:

Organizational Structure *(Please describe your organization in 25-50 words):*

## Contact Name Signature Date

By signing this application, Acknowledge and agree to abide by all procedures and policies of the nomination process and understand that the decisions of VACVB and VIRGO Travel & Tourism Award judges are final. Furthermore, at least to the accuracy of the information contained in this nominate on and, upon request, agree to provide any documentation to support claims contained in the application and nomination materials.

## PLEASE CHECK EACH CATEGORY THAT APPLIES TO YOUR VIRGO AWARD SUBMISSION.

* *Categories A* - *I must include the project budget size, purpose and objectives of the program, target audience/ market*

*and a description of the program/message to be communicated .Also include evaluation results and effectiveness of project.*

* A. **Advertising and Promotions May include one focus or a combination.** *Print- Brochures, magazines, newsletters, supplements or ads (including print ad campaigns) Interactive – web sites, interactive CDs/DVDs, kiosks. Note: judges may not be able to view entire presentation. Please keep that in mind when submitting multi-media. Broadcast- television, radio (including multi-spot broadcast campaigns). Online and eMarketing – online search engine optimization, pay-per-click, e-mail, eNewsletters, social network marketing.*
* B. **Destination Event of the Year-** Events, festivals, sport tournaments, concerts, reenactments, shows that generated a significant number of visitors.
* C. **Eco-Toursim-** Sustainable tourism and responsible initiatives to promote tourism efforts in an environmental-friendly way.
* D. **Heritage Tourism –** Initiatives that preserve and celebrate the culture, history, and personal interaction within a community.
* E. **International Marketing & Promotions –** Activities, events, and marketing initiatives that increased international travel.
* F. **Public Relations Initiative –** Community awareness campaigns and community pride initiatives.
* G. **Regional Marketing Initiative –** Two or more cities, counties or towns that have established a program, event or campaign that markets a region as a consolidated destination.
* H. **Visitor Center of the Year –** Parks and recreation departments, visitor centers and civic centers
* I. **Sales Manager/Team of the Year –** Honors that sales efforts of an individual or team whose destination greatly benefitted from the direct booking of a meeting/convention resulting in significant economic impact, media attention and/or additional bookings.
* J. **DMO “Rising Star” Leadership Award** – honors a DMO tourism professional whose leadership efforts have greatly benefited the travel and tourism industry.
* K. **Tourism Advocate: The Spica Award –** Honors an individual from the private or public sector whose efforts have helped “brighten” the tourism industry in the Commonwealth. *(This honoree is selected by the VACVB Board of Directors. Recipient suggestions are certainly welcome, please include with you application)*



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Method of Presentation

(Entries will be displayed during the Virginia Tourism Summit)

A-I Print materials- hard copy submissions with the exception of e-newsletters which should be sent via email as a link to a recent issue. Please print out the entry forms and mount on black poster board or foam board (20" x 30" or smaller) with the item to be judged mounted on the reverse side.

Multi-Media entries must be in the form of half-inch videocassettes (VHS), audiocassettes, DVDs, CD/ROM, music CDs or computer disks.

Websites must have home pages printed with URL address, or static pages displayed on black or white poster board, foam board or cardboard (11" x 14" or smaller) with the entry form mounted on the reverse side.

All multi-media entries must be cued. A standard laptop and computer will be utilized by the judges to view Multi-Media entries.

J - K Leadership category entries please use the specific entry form for categories J - K. You may submit a single or double­ sided summary (500-750 words) of the individual's contribution to tourism promotion and development. The essay, as well as a photograph and support materials (newspaper article, photos, etc.) of the nominee, along with the entry form should be placed inside a sleeve protector and mounted to the display board.

New Award Added

All entries and forms must be completed and shipped by March 27, 2014, to the VACVB Offices:

VACVB/VIRGO Awards, P.O. Box 3363 Warrenton VA 20188

Fax:(888) 403-0920 ; E-mail: vacvb@colliegorg.com

For additional questions (540) 904-471O ext. 2 or [brian@colliegorg.com](mailto:brian@colliegorg.com)

Nominations will receive an automatic five-point deduction for each day after the due date. No exceptions.

Judging Criteria

All entries are evaluated by impartial judges .Each entry will be graded on a 100-point scale, based on the following

criteria:

Entry Presentation - 1o Points

Design, innovation, and thoroughness of entry presentation and application. Nominations must also adhere to entry

procedures and respond to specific criteria outlined in the judging criteria.

## Quality - 30 Points

Quality of design, concept, execution and materials/medium. Creativity in project design, development, implementation,

message delivery and originality.

Efficiency - 30 Points

Effective use of materials, manpower, resources and budget. Describe the purpose and various elements of the program,

activity or campaign.

Community or Economic Impact - 30 Points

Entries are only required to meet either community or economic impact, so nominations will not be penalized for lacking

both community and economic impact. Entries must specify which criteria they are addressing (Community or Economic

Impact). Entries emphasizing both community and economic impact may address criteria in the application.

Community - Impact of the program on the community regarding community pride, involvement and enhancement.

Identify the message that was relayed to governmental officials, other industries, entire communities, educators or other audiences that might have been impacted by the program or campaign. Describe the program/campaign and how it shaped public opinion regarding economic, cultural or social importance of travel and tourism.

Economic - Impact of the program on the community in terms of new business, revenue, exposure, etc. Clearly state the results achieved, such as increased visitor counts, market share, economic impact and ROI; improved reader, viewer and listener impressions; and related data.

Cost

First Three Entries: VACVB member $35 Each; Non-members $50 Each

Fourth Entry (plus): VACVB member $25 Each; Non-members $40 Each

Please make checks payable to: Virginia Association of Convention & Visitors Bureaus Or call the office to make credit card payment with VISA, MasterCard and AMX

All entries must be accompanied by appropriate entry fees and submitted to:

VACVB *I* VIRGO Awards P.O. Box 3363 Warrenton, Virginia 20188

Questions pertaining to the awards program should be directed to:

Virginia Association of Convention & Visitor Bureaus, (540) 904-471O or [vacvb@colliegorg.com.](mailto:vacvb@colliegorg.com.)

Awards Ceremony

The 2014 VIRGO Tourism & Travel Awards will be presented at the VACVB Spring Quarterly Meeting. For more information

regarding the Spring Quarterly Meeting, please visit www.vacvb.com.