



Alberta Association of Agricultural Societies

PROVINCIAL MARKETING AWARDS 2024



GUIDELINES & CRITERIA



The Marketing Awards Contest is held annually during the AAAS Convention. Attendance during the convention is not a requirement to enter the contest; however winners will be announced and presented with their awards during the Saturday Night themed gala at the Convention.

CATEGORIES

6



PROMOTIONAL POSTERS



FAIR BOOK / EVENT PROGRAM COVERS



NEWSLETTERS



WEBSITE



SOCIAL MEDIA



VIDEO PROMO

Check out the 6 categories, guidelines and judging criteria and then enter to see how you do against other Agricultural Societies in the Province!!

Prizes are awarded in each class as follows:

1st Place - \$75 + Ribbon & Certificate

2nd Place - \$50 + Ribbon & Certificate

3rd -Place - Ribbon & Certificate

****Please submit your entry no later than DECEMBER 15, 2023****

Entries submitted after the deadline will not be judged

** Please include your Ag Society Name as well as which Class # you are entering**

email your submissions to awards@albertaagsocieties.ca



CATEGORY 1: PROMOTIONAL POSTERS

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 1A: Attendance under 500 people

CLASS 1B: Attendance over 500 people and under 5,000 people

CLASS 1C: Attendance over 5,000 people

SUBMISSION RULES: Only one entry will be accepted from each organization per class in this category. There are no criteria for size of poster being submitted.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional impact ____/ 20 points
 - Poster Shares an appropriate amount of Information
 - Directs you to Another Source for more info if required
2. Creativity & originality ____/ 20 points
3. Appropriate to activities, audience and medium used ____/ 15 points
4. Clarity & legibility of information (date/location/contact information etc.) ____/ 15 points
5. Utilizing a central theme ____/ 15 points
6. Technically sound (no fuzzy images, etc.) ____/ 15 points

DELEGATES CHOICE: This category will also be a delegate's choice category (delegates will vote for their favorite entry in this category)

OUT OF 100 POINTS



CATEGORY 2: FAIR BOOK / EVENT PROGRAM COVERS

The purpose of this category is to improve the marketing of events of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 2A: Attendance under 500 people

CLASS 2B: Attendance over 500 people and under 5,000 people

CLASS 2C: Attendance over 5,000 people

SUBMISSION RULES: Only **one** entry will be accepted from each organization in each class in this category. There are no criteria for the size of cover being submitted.

Please include a PDF of entire Fair Book or Program Book

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Promotional impact ____/ 20 points
2. Creativity & originality ____/ 20 points
3. Appropriate to activities, audience and medium used ____/ 10 points
4. Clarity & legibility of information (date/location/contact information etc.) ____/ 15 points
5. Utilizing a central theme ____/ 15 points
6. Technically sound (no fuzzy images, etc. ____/ 20 points

OUT OF 100 POINTS



CATEGORY3: NEWSLETTERS

The purpose of this category is to improve the newsletter program of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 3A: Distribution of 250 or less per issue

CLASS 3B: Distribution of over 250 and less than 500 per issue

CLASS 3C: Distribution of over 500 per issue

SUBMISSION RULES: Submit a copy of your newsletter. Please include a synopsis (no more than 1 page) of the following information:

- How many copies of the newsletter are distributed per issue?
- To whom is the newsletter distributed? Ag Society Members, community members, other community organizations, government (ie: municipal gov't or local MLA/MP), etc.
- What is the schedule of printing/release? How often is the newsletter released? (Spring, Fall, Events, etc.)
- How is the newsletter produced? Generated from a word processor and copied, printer set and printed, word processor and pdf'd, e-newsletter (what program was used)

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Content of information – Event covered, announcements of information easy to understand, officer messages, reports, etc. ____/ 25 points
2. Presentation/Appearance – Easy to read and follow, attractive layout, professional appearance. If any advertising, must be a good mix with straight copy. ____/ 25 points
3. Variety of contributors – Guest writers, president and secretary messages, reports. ____/ 15 points
4. Pictures/Graphics – Variety of pictures /or graphics used, quality printing, pictures ____/ 20 points
5. Timeliness of release – Schedule of mailing/distribution, timely reporting of follow up events, sufficient lead-time for announcements or introduction of news events, etc. ____/ 15 points

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.



CATEGORY 4: WEBSITE

The purpose of this category is to improve and promote the use of websites of Agricultural Societies through the sharing of ideas, and to provide recognition of those organizations doing an outstanding job.

CLASS 4A: Website Development Budget under \$1,000

CLASS 4B: Website Development Budget over \$1,000 and under \$5,000

CLASS 4C: Website Development Budget over \$5,000

SUBMISSION RULES: Please include the web address of the site you wish to be judged on. Sites will be judged LIVE, so the site being judged must be active.

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Navigability ___/ 15 points
2. Overall appearance/impression ___/ 15 points
3. Use of graphics and other effects. Consider how these may affect load time ___/ 10 points
4. Organization of information ___/ 10 points
5. Website adheres to a consistent theme ___/ 10 points
6. Website shows creativity ___/ 10 points
7. Website shows production excellence ___/ 10 points
8. Current content on website – up to date information ___/ 10 points
9. Is the Website Mobile Friendly ? ___/ 10 points

DELEGATES CHOICE: This category will also be a delegate's choice category (delegates will vote for their favorite entry in this category)

OUT OF 100 POINTS



CATEGORY 5: SOCIAL MEDIA

The purpose of this category is to improve the way Agricultural Societies use social media and to provide recognition of those organizations doing an outstanding job.

CLASS 5A: Following of less than 500 (combined platforms)

CLASS 5B: Following of more than 500 and less than 2500 (combined platforms)

CLASS 5C: Following of more than 2,500 (combined platforms)

SUBMISSION RULES: Please include the username, hashtag, url for each platform that is being judged in the social media category. Entries will be viewed live during the judging. All platforms should be incorporated into one single entry in the social media category.

Submit an outlined synopsis (may also include screen shots and supporting documentation for each medium) detailing the overall social media campaign.

- Goals
- The Platforms/Mediums used (Facebook, Twitter, Pinterest, You Tube, etc.)
- The target audience
- Results of the social media effort.

The correct category to be entered in should be selected by using the maximum followers in any of the social media platforms the organization uses (ie: if an organization has 250 followers on their Facebook page and 550 twitter followers the organization would enter class 5B more than 500 followers for the Social Media category).

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Informative ___/ 25 points
2. Indicative of creative excellence ___/ 25 points
3. Regular, useful or entertaining update posts ___/ 25 points
4. Appropriate to activities, audience, and media used ___/ 25 points

OUT OF 100 POINTS

The Purpose, Categories, Submission Rules, and Judging Criteria have in part been adapted from the International Association of Fairs and Expositions communication awards contest criteria.



CATEGORY 6: EVENT / ORGANIZATION DIGITAL VIDEO PROMO

The purpose of this category is to show an informative, interesting, or unique display of pictures from the Agricultural Societies events and organization.

CLASS 6: All entries in this category will be judged as one class

SUBMISSION RULES:

Only one entry per organization in this category

JUDGING CRITERIA: Entries will be judged upon the following criteria

1. Diversity ___/ 20 points
2. General Appeal ___/ 20 points
3. Creativity ___/ 30 points
4. Quality and composition of photo's ___/ 30 points

TOTAL POINTS FOR THIS CATEGORY IS 100 POINTS

* If entry does not meet criteria, 20 Points will be deducted from the overall score.