



# The 13<sup>th</sup> Annual Agency Showcase 2010

A marketing and communications awards program

The MRPA Agency Showcase was developed to provide an opportunity for Maryland’s park and recreation agencies to showcase their talent, share ideas and recognize the best marketing and promotions materials in the state. Entrants will be judged by public relations and marketing communications professionals (non MRPA members) prior to the MRPA conference. All entries will be displayed, space permitting, and awards will be presented at the conference in Ocean City in April of 2010.

### Entry Categories

**Best Activity Guide:** An award for the best quarterly or seasonal recreation and park guide distributed to the public highlighting the offerings of your agency. Entries should reflect a broad and diverse offering of activities, facilities and programs. Entries will be judged for cover design, content, readability and the use of graphics and photos, presentation of theme and agency image. The guide must have been distributed during the calendar year 2009. Submit one copy of a single issue with a maximum of 5 guides per entrant.

**Best Special Event Publication:** An award for the best poster, brochure, advertisement or other printed material promoting a special event occurring during 2009 (festivals, sporting events, fairs, etc.). Entries will be judged on readability, creativity, and use of graphics. Submit one copy of your printed piece with a maximum of 5 publications per entrant.

**Best Program Logo:** An award for the best development of a logo to identify a park and recreation program or special event (sports, children’s or arts program, etc.) occurring during 2009. Entries will be judged on creativity and use of the logo in print. Submit one color photo or graphic rendition of the logo, not greater than 8” x 10” with a maximum of 5 logos per entrant.

**Best Facility Brochure:** An award for the best brochure spotlighting a specific facility (park, community or sports center, etc.). The publication must have been first distributed in 2009, and must recognize the facility as being affiliated with a parks and recreation agency. Entries will be judged on design, readability, use of graphics/photos, presentation of facility, and identification with the agency. Ability to persuade/inform the public will also be considered. Submit one copy of the brochure with a maximum of 5 brochures per entrant.

**Best Program Flyer:** An award for the best 8 1/2” x 11” flyer promoting a specific parks and recreation program activity occurring during 2009. Entries will be judged on readability, creativity, use of graphics and completeness of information for the public. Submit one copy of the flier with a maximum of 5 flyers per entrant.

**Best Website:** An award for an agency website that communicates and promotes the values of public recreation on the Internet. Entries will be judged on content, design, ease of use, and currency. Submit website address, plus one printout of the homepage.

**Best Photo:** An award for the best photo promoting the value of Maryland parks and recreation. Entries will be judged on creativity, composition and quality. Must be original photography, no stock photos. Minimum size of the submitted photo should be 5” x 7” or submitted digitally on JPEG format at 300 dpi and at least 7” on the longest dimension. Photos must be royalty free. Photos must have been taken during 2009 with a maximum of 5 photos per entrant.

**General Information:** Any agency which is an affiliate member of MRPA or who employs MRPA members is eligible to enter. Awards will be given in the name of the agency not the individual. **Only five entries in each category per entrant will be accepted.** There may be a Best In Show for each category and population section. Entrants are responsible for all shipping and handling costs. The MRPA Agency Showcase committee and/or the judges reserve the right to reassign any entry into a category deemed more appropriate for competition. Entries will be acknowledged with a letter/email of receipt. They may be picked up at the end of the MRPA conference, remaining entries will be discarded. Further information contact Abby Gruber 410 386-2103 or [agruber@ccg.carr.org](mailto:agruber@ccg.carr.org). Mail entries: MRPA Showcase c/o Abby Gruber, 300 South Center Street, Westminster, MD 21157

### 13<sup>th</sup> Annual Agency Showcase Entry Form

Please complete all areas of this entry form. Failure to do so may delay or disqualify your entry. Submit a separate form for each entry.

Activity Guide       Special Event Publication       Program Logo       Facility Brochure       Program Flyer

Website: address \_\_\_\_\_  Photography

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Organization/Agency \_\_\_\_\_ Phone \_\_\_\_\_

Address/City/State/Zip \_\_\_\_\_

Email address \_\_\_\_\_

Please check appropriate section for the population your serve.  Section A – agencies serving populations under 30,000

Section B – agencies serving population between 30,000 – 100,000

**Entry deadline is Friday March 5, 2010.**

Section C – agencies serving population over 100,000

Send entries for MRPA Showcase, c/o Abby Gruber, 300 South Center Street, Westminster, MD 21157