

YOUR TIME TO SHINE

DETAILS

The MRPA Agency Showcase provides 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 art, marketing and communications professionals (non MRPA members) prior to the MRPA conference. All entries will be displayed and awards will be presented at the conference in Ocean City.

AWARDS

NEW! BEST SOCIAL MEDIA

BEST ACTIVITY GUIDE

BEST SPECIAL EVENT PUBLICATION

▶ **BEST PROGRAM LOGO**

BEST FACILITY BROCHURE

BEST PROGRAM FLYER

BEST WEBSITE

BEST PHOTO



ENTRY DEADLINE:
FEBRUARY 17, 2012

For more information
Contact Martha Coester
240-314-8842
mcoester@rockvillemd.gov

Mail Entries to
MRPA Showcase c/o Martha Coester
Thomas Farm Community Center
700 Falls Grove Drive Rockville MD 20850

AGENCY SHOWCASE 2012

MARKETING AND COMMUNICATION AWARDS

CATEGORIES

NEW! Best Social Media: Award for the interactive marketing including: social networking sites, blogs, wikis, video sharing sites, etc. Entries will be judged on content, design, ease of use, currency and public input. Submit website address, plus one printout of the entry.

Best Activity Guide: Award for the best quarterly or seasonal recreation and park guide distributed to the public during the 2011 calendar year. 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. Submit one copy of a single issue with a maximum of 5 guides per entrant.

Best Special Event Publication: Award for the best poster, brochure, advertisement or other printed material promoting a special event occurring during 2011 (festivals, sporting events, fairs, etc.). Entries will be judged on readability, creativity, and use of graphics. Submit one copy of your oriented piece with a maximum of 5 publications per entrant.

Best Program Logo: 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 2011. 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 minimum of 5 logos per entrant.

Best Facility Brochure: Award for the best brochure spotlighting a specific facility (park, community or sports center etc.) first distributed in 2011. The facility must be 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 brochure with a maximum of 5 brochures per entrant.

Best Program Flyer: Award for the best flyer promoting a specific parks and recreation program activity occurring during 2011. 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: Award for an agency website that communicates and promotes the value of public recreation on the internet. Entries will be judged on content, design, ease of use, and currency. Submit website address, plus printout of the homepage.

Best Photo: Award for the best photo promoting the value of Maryland parks & 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

2012 ENTRY FORM: Deadline February 17th

Please complete all areas of this form. Failure to do so may delay or disqualify your entry.

Submit a separate form for each entry.

REGISTRATION

Social Media Activity Guide Special Event Publication Program Logo

Program Flyer Website Facility Brochure Photo

Contact Person _____ Title _____

Organization/Agency _____ Phone _____

Address/city/state/zip _____

Email _____ Website: _____

Population (check appropriate section)

A. Serving Under 30,000 B. Serving 30,000-100,000 C. Serving over 100,000

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