

BIANNUAL PUBLICITY CONTEST

The contest is open to all AVA members, clubs and state organizations.

Categories are as follows:

Photographs (color and black and white)

People, Places and Things that you have found while on the trail or at an event.

Photographs must be 8"x10"

Description of photograph (who, what and where and when) must be placed on a label and affixed to bottom right of photograph

The entry must have the entry form attached.

Club Newsletters

One copy of any club newsletter from July 1, 2007 through September 30, 2008.

The judging criteria will include overall appearance;

Presentation/style/format,

Overall content (club news, state, region, national news)

Distribution (who receives the newsletter).

No electronic copy will be accepted.

The entry must be on standard size paper with the entry form attached.

YRE/Regular Event Brochure

Event Brochure must be from July 2, 2007 through September 30, 2008

Compliance with AVA Form 405 (available on AVA website)

Overall appearance of brochure

Presentation/style/format

Clarity and completeness of content

All entries must have official entry form attached.

Community Relations Program/Local Sponsorship Program/Single Event Publicity Effort/Annual Publicity Program (although the rules for each of the above are the same, the entry must be identified)

A narrative description of the program that includes details of the Concept, Planning, Implementation and Results of the program. This narrative description must be typed, double-spaced on standard 8-1/2 x 11 plain white paper,

Documentation of the program to include newspaper articles, pictures, letters from program beneficiaries and letters from community official/local sponsor/media used. All newspaper articles must be mounted on 8-1/2 x 11 plain white paper and must identify the name of the publication and the date of publication. All pictures must be mounted on 8 1/2 x 11 plain white paper and the content of the picture adequately explained.

All materials will be submitted in a folder/notebook adequate to hold the materials. The entry form will be attached to the front of folder/notebook.

Judging criteria will include

Adequacy of each phase of the program (conceptualization, planning and implementation)
Overall success of the program
Impact of program on the targeted community

Website

Send URL to Joan Lampart at jmlampart@aol.com
Websites should be fact filled, easy to navigate and current.

Club Logo

Club logo that is different and/or unique, please submit (include entry form with logo)

The American Volkssport Association will not be responsible for any late, lost, damaged or incomplete entries. All entries submitted to the Publicity Contest will become the property of the American Volkssport Association and will not be returned.

A separate entry form must be used for each entry. The entry form may be reproduced as needed.

Winners will be announced at the 2009 Biennial Convention in Dallas, TX. Names of the winners in each category will be published in the American Wanderer and CheckPoint. **Winning photos will be used on AVA website.*

All entries must be submitted to the following to arrive no later than April 1, 2009

Publicity Contest
Attn: Joan M. Lampart
2124 Barley Drive
Quakertown, PA 18951

**AMERICAN VOLKSSPORT ASSOCIATION
2009 PUBLICITY CONTEST
ENTRY FORM**

A separate entry form must be used for each entry.

CATEGORY OF ENTRY

___ **Photographs**
 People
 Places
 Things

___ **Regular event Brochure**

___ **YRE/Seasonal Event Brochure**

___ **Community Relations Program**

___ **Local Sponsorship Program**

___ **Single Event Publicity Effort**

___ **Annual Publicity program**

___ **Club website (submit this information with URL by email)**

___ **Club logo/mascot**

Club Name _____ **AVA #** _____

Address: _____

Name of Submitter: _____

Phone: _____ **email:** _____

