**2016 Traverse Awards**

**for excellence in tourism marketing**

**Official Entry ForM**

Kentucky Tourism Council

612B Shelby Street

Frankfort, Kentucky 40601

**Company Name**

**Street Address**

###### City, State 00000

We’re on the Web!

*See us at:*

**www.Example.com**

### Continued Story Headline

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# **Preparing Your Entries**

In order to be judged, entrants must complete this entry form. You will need to have ***ONE sheet for each entry***.

Complete and attach this form **with each entry**. To qualify, the Audience, Objective and Impact portions ***must*** be completed for each entry. The judges depend heavily on this information.

**Entry Division: C Entry Category: 4B – Direct Promotional – Campaign**

**Official Organization Name** (Be sure this matches what is on the Summary Sheet. It will be used for any printed materials and video): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Entry Name:**

**Audience:**

**The following information is key for the judges’ decision. You may use a separate sheet to complete these questions fully:**

**OBJECTIVE: What are you trying to achieve?**

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**IMPACT: Did you meet your object and how. What measurements are you using?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SPECIAL CONSIDERATIONS (if any):** paper texture/feature, fabric quality, embossed printing, etc.

**Judging Criteria** Each judge scores each entry based on the following criteria with a total of 100 points possible. Each criterion has a possible 20 points that can be earned. All judges’ scores are tallied, averaged, then gold, silver, and bronze are awarded based on where the averaged score is on the scale.

**Each entry is judged on:**

• Concept and Goal (Objective): Does it have a clear vision?

• Creativity/Originality: Does it spark interest? Does it set you apart from your competition?

• Design: Is it aesthetically appealing?

• Presentation: Does it have a clear message for the audience?

• Impact: What results were achieved?

***All entries must be received by Friday, August 5, 2016.***

**BE SURE TO REVIEW THE FAQ’s found at www.ktia.com/traverse-awards**