

**2018 Traverse Awards**

**Official Entry ForM**

Kentucky Tourism Council

612B Shelby Street

Frankfort, Kentucky 40601

**Company Name**

**Street Address**

###### City, State 00000

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### Continued Story Headline

# **Preparing Your Entries**

In order to be judged, entrants must complete this entry form. You will need to have ***ONE sheet for each entry***. If you need more space, please add additional lines. All entries must be received at the Kentucky Travel Industry Association by **Friday, August 24, 2018**. A late fee of $25.00 will be applied to submissions after August 24, and no submissions will be accepted after August 31, 2018.

**Entry Division: A Entry Category: 11**

**Official Organization Name** (Be sure this matches what is on the Summary Sheet):

**Entry Name:**

**Budget:**

**Launch Date:**

**End Date:**

**PROJECT DESCRIPTION**

Fully describe the project from start to finish in 750 words or less. Note that you will be judged on the following criteria and in order to receive points within in each criterion, you must include specific information which addresses each. Failure to include information specific to each criterion will result in 0 points awarded for that specific criteria.

1. **CONCEPT** (The “What” and the “Why”. What is the underlying concept and the goal(s) it is intended to achieve?)
2. **CREATIVITY** (Describe the project in creative terms. As applicable, include elements of originality or graphic creativity.)
3. **RESULTS/IMPACT** (Was the project successful? What was the impact of your project, particularly in relation to the goal(s)? Describe as specifically as possible what the project achieved and include quantified results to the extent possible. If your project does not have quantifiable results, be sure to include what impact you saw from it.)

**Judging Criteria**

Each judge scores each entry based on the following criteria with a total of 100 points possible:

1. CONCEPT
2. CREATIVITY
3. RESULTS/IMPACT
4. OVERALL PROJECT IMPRESSION

Up to 25 points can be earned for each criterion. All judges’ scores are tallied and averaged, then gold, silver, and bronze prizes are awarded based on where the averaged score is on the scale.

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For questions, contact Linda Young at [linda.young@ktia.com](mailto:Linda.young@ktia.com) or Sarah Brock at [sarah.brock@ktia.com](mailto:sarah.brock@ktia.com)