



2024 ASAE Excellence in Communications Awards Entry Form

P.O. Box 23034, Little Rock, Arkansas 72221 | 501-223-9188

Rules: Any and all kinds of communications media (print, broadcast, web-based) **produced from July 2023 to present will be considered**. Please submit in print or electronic format **by midnight on June 19, 2024**. There is no fee to submit an entry. If submitting multiple entries, be sure to attach separate forms for each entry.

Submitted by: _____ Title: _____

Association: _____

Phone: _____ E-mail: _____

Name of Entry: _____

Category (Please check which you are entering)

- ☐ Category 1: For associations with marketing/communications **budgets under \$350,000**
- ☐ Category 2: For associations with marketing/communications **budgets from \$350,001 to \$750,000**
- ☐ Category 3: For associations with marketing/communications **budgets over \$750,000**

Type of entry (Please check which you are entering)

- ☐ **Single Communications Piece:** A single piece may be brochure, newsletter, ad, annual report, membership materials, website, social media account, etc.
- ☐ **Overall Campaign:** Must include **more than one medium** used for an event, program or campaign.

Associations can submit multiple entries for Single Communications piece but **only one entry for Overall Campaign**. Associations submitting entries are asked to **provide samples** and descriptions of their communications to be evaluated. Entries will be judged by communications professionals on the following criteria:

- Planning
- Implementation - design, layout, content or delivery
- Results and evaluation

Please answer the following questions for each entry. Submit your answer, along with this form, to us by June 19.

1. Goals: What were the goals of this communications program?
2. Planning and Implementation: How did you plan and implement the communication?
3. Results: What were the measurable results achieved with this project?
4. Evaluation: How did you evaluate its success?

Entry Deadline: Midnight on June 19. All entries should be delivered by close of business to:

ASAE, P.O. Box 23034, Little Rock, AR 72221

OR

1401 W. Capitol Ave., Ste 440, Little Rock, AR 72201

Contact Leigh Anderson at office@arksae.net or 501-223-9188 with questions.