Zonta International District 23 Inc

Advancing the Status of Women Worldwide

DISTRICT 23 PR & MARKETING AWARDS ENTRY GUIDELINES

1. **Closing Date: 30 June of Conference year.** Entries to be within the period **1 July 2 yrs prior to 30 June Conference year * except for Category 2.3 and Category 4.**

2. **One entry only per club in each category. You need not enter all categories.**

3. Entries for each category are to be bound in the one A4 ring file to facilitate handling and judging. **A face sheet for each category should be included even if you are not entering that category. Simply mark the page diagonally with the words "NO ENTRY".**

4. **If entries do not display your Zonta club's logo they may not be considered for judging.**

5. **Send your entry to:** The District 23 PR&C Chairman, as detailed in the current District Directory.

6. **BASED ON THE ENTRIES RECEIVED, THE JUDGES WILL MAKE A SPECIAL AWARD – "PUBLIC RELATIONS AWARD FOR EXCELLENCE" TO THE CLUB WHO HAS DEMONSTRATED THE MOST CONCERTED AND OVERALL PROFESSIONAL APPROACH TO OUR PUBLIC RELATIONS EFFORT.**

7. **Contact for queries:** District PR Chairman as detailed in the District 23 Directory.

**** Because of timing requirements, these dates cover the judging period rather than the biennium itself.***

Category	Requirements
CATEGORY 1 – ADVERTISING & PROMOTION	
1.1 Flier, poster or material promoting a project, award or function	A4 sample or folded to A4
1.2 Banner, sandwich board or signage promoting Zonta	Photo with description of size, content, when and where displayed
1.3 Zonta information brochure for members only	Sample
1.4 Zonta information brochure for non-members	Sample
CATEGORY 2 – PUBLIC RELATIONS	
2.1 Media coverage (press, radio, TV) before and after an event	A4 copy of transcript/news release/media article (or pasted onto an A4 sheet)
2.2 Special "One-off" event	Include full story with all promotional and supporting material **Fliers, media releases, etc. will need to be duplicated if these elements have been entered in any of the other categories.**
2.3 Special "On-going" (annual) event	Full story with all promotional and supporting material **(plus same as above)**
CATEGORY 3 – CLUB NEWSLETTER	Include one set of newsletters for the biennium filed with the earliest issue on top descending to the most recent. State where distributed, i.e. club members, District officers, other Zontians, outsiders, etc.
CATEGORY 4 – WEB SITE **Note: These will be judged during July so if you plan to upgrade your site do it before then!**	Include your web site address as well as the email address and telephone number of the person in charge of your web site.

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DISTRICT 23 PR MARKETING AWARDS

ZONTA CLUB OF ……..

Contact Person: ……
(please print)

Telephone:……Email: ……..

CATEGORIES ENTERED

(indicate by circling Yes or No)

Category 1 – Advertising & Promotion

Flier, poster, etc.	**Yes / No**
Banner, etc.	**Yes / No**
Member brochure	**Yes / No**
Non-member brochure	**Yes / No**

Category 2 – Public Relations

2.1	**Media coverage**	**Yes / No**
2.2	**"One-off" Event**	**Yes / No**
2.3	**"On-going" Event**	**Yes / No**

Category 3 – Club Newsletter **Yes / No**

Category 4 – Web Site **Yes / No**

CATEGORY 1.1

CATEGORY 1.2

CATEGORY 1.3

CATEGORY 1.4

CATEGORY 2.1

CATEGORY 2.2

CATEGORY 2.3

CATEGORY 3

CATEGORY 4