

## MARKETING & COMMUNICATIONS AWARD

This award recognizes excellence in print, audio visual or electronic communications that externally promote the agency's public parks, facilities, recreation or leisure services, programs and have successfully demonstrated an increased level of public awareness.

<b>Maximum Point Value</b>	<b>Criteria</b>
25	The marketing and/or communications challenge or goals addressed.
25	The innovative and creative nature of the effort.
20	Positive public exposure generated for the field of parks, recreation, and cultural services.
20	The general excellence of the effort and contributions to community need.
10	Up to two pages of supplemental materials (8 1/2 x 11) may be submitted; supplemental pages are defined as news articles, photos, drawings, etc. which enhance understanding of the project. All supplemental information must be submitted in PDF Format.
<b>100 Total Points Possible</b>	