



# OKLAHOMA



GOVERNOR'S CONFERENCE ON TOURISM

October 17-19, 2010

*Awards Reception, October 18*

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Norman, OK

*Embassy Suites*

Recognizing Oklahoma Tourism Attractions,  
Destination Marketing Organizations and Travel Writers  
for their outstanding efforts to serve and promote  
Oklahoma's tourism industry.

OKLAHOMA  
NATIVE  AMERICA

  
OKLAHOMA TRAVEL  
INDUSTRY ASSOCIATION

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## General Rules & Deadlines

### Eligibility

The RedBud Awards are open to all Oklahoma tourism entities and entries should represent tourism and/or travel opportunities in Oklahoma. RedBud 2009 winners are not eligible to enter in the same category they won last year. Merit Award winners may re-enter any category.

### Contest Period and Deadlines

Entries must have been produced, published, broadcast or held between June 1, 2009 and June 30, 2010. Entries must be postmarked or hand-delivered to the Oklahoma Tourism & Recreation Department **by 5:00 p.m. July 30, 2010**. Absolutely no extension will be made to this deadline due to judging schedules.

### Entry Fees

Payment/purchase orders **MUST** accompany all entries. Checks should be made payable to OKLAHOMA TRAVEL INDUSTRY ASSOCIATION. Any entry submitted without payment or purchase order will be disqualified. Entry fees are \$25 per category entered.

### Recognition of Winners

Winners will be announced during a special awards gala on Oct. 18 at the Governor's Conference on Tourism. Please contact OTIA at 405-942-1121 or register online at [www.OTIA.info](http://www.OTIA.info) to make reservations for the awards banquet and conference. Finalists will be notified a minimum of two weeks prior to the awards presentation.

Winning entries will be recognized in the Oklahoma Travel Industry Association's monthly newsletter and website, and in a statewide press release from the Oklahoma Tourism & Recreation Department. Entries will be displayed during the Governor's Conference on Tourism and can be picked up at that time if you wish to keep your entry binder and judge's notes.

# 2010 RedBud Award Categories

## a. Outstanding Agritourism Attraction

Agritourism attractions that have made marked improvements in facility, have a strong entertainment and/or educational value, marketing and public relations as well as contribute to the overall tourism industry. Lodging facilities with agritourism activities on-site will also be considered for this award.

## b. Best Social Media Campaign

Any use of social media and web 2.0 applications for marketing or promotional purposes, including networking sites such as Facebook and Twitter, social media sites such as Flickr and YouTube, bookmarking sites like Digg and Reddit, or any other applicable web 2.0 application. Entries are to be judged based on quality and effectiveness of message, best use of available resources, creativity, and overall outcome of social media campaign.

## c. Outstanding Eco Tourism

Best effort by any tourism entity, attraction or event that implements sustainable practices or runs an eco-friendly operation. Entries will be evaluated on use of local products, waste management, energy efficiency, community engagement and innovative practices pertaining to sustainability, including communication efforts. Include data which reflects reductions in waste, water and energy usage or other data that would be appropriate in evaluating sustainable efforts.

## d. Tourism Organization of the Year

Entries will be evaluated on the overall performance of the destination marketing organization (i.e. Chamber of Commerce, CVB, multi-county organization). Entries should show demonstrable accomplishments through effective tourism marketing (advertising, promotions, public relations, etc.) with best strategic use of available budget. Nominations should show creativity in design, development and implementation of any projects cited. While nominations can include the history and growth of an organization, the emphasis must be on projects or programs developed or implemented from June 1, 2009, through June 30, 2010.

## e. Best Brochure or Publication

Publications will be judged on use of graphics, creativity, copywriting, photography, layout, design, overall appearance, and quality and effectiveness of message. One award will be given for each of the following categories:

- tri-fold or single sheet brochure
- best booklet 10 pages or less
- best booklet 11 pages or more

Include budget allocated for each brochure/publication and distribution techniques of publications. Books are not eligible for entry.

## f. Best Overall Marketing Campaign

Any combination of the following: print/broadcast advertising, marketing plans, fulfillment efforts, press releases, media relations, other promotional efforts. Creativity, campaign strategy and cohesiveness, effectiveness based on goals and results, media coverage, and use of budget will be evaluated. Please include marketing plan, budget, press clippings, video clips in DVD format or CDs/audiocassettes of media coverage if available.

## g. Best Website

Websites that are user-friendly and effective, demonstrate

creativity, provide visual appeal, are appropriate for target audiences, and achieve goals. Please include web address and sections to visit.

## h. Best Partnership

Best use of a partnership or collaboration to significantly promote an area, attraction or event. Creativity in soliciting partnership and effective use of sponsorship dollars will be evaluated. Include an analysis of how partnership was solicited, how money was used, and what was accomplished through cooperative efforts that may not have been attainable for a single organization working alone.

## i. Outstanding Attraction

Attractions that have made marked improvements in facility, have a strong entertainment and/or educational value, marketing and public relations as well as contribute to the overall tourism industry. Lodging facilities are not eligible for entry.

## j. Outstanding New Attraction

Includes attractions that have been in existence for three years or less. Entertainment and/or educational value, marketing and public relations, and overall contribution to tourism industry are evaluated.

## k. Outstanding Temporary Exhibit

Any exhibit displayed on a temporary basis (one year or less). Exhibit demonstrates creativity/uniqueness, effective marketing and/or public relations, and any enhancements made to exhibit since initial display.

## l. Outstanding Event

Any festival, fair or celebration that presents a creative and unique activity, utilizes effective marketing and public relations strategy, and demonstrates any improvements or enhancements from previous years. Conferences are not eligible.

## m. Outstanding New Event

Any festival, fair or celebration (in existence three years or less) that presents a creative and unique activity, utilizes effective marketing and public relations strategy, and demonstrates any improvements or enhancements from previous years. Conferences are not eligible for entry.

## n. Outstanding Media Coverage

Any recently published feature story on travel and tourism opportunities in Oklahoma. One award may be given in each media category: radio, television, online and newspaper. Include one copy of published article/tear sheets, CD, DVD or videotape in VHS format. Oklahoma travel articles appearing in publications/outlets outside the state are eligible.

## o. Outstanding Lodging Property

Includes hotels, motels, beds and breakfasts, guest ranches, cabins and other lodging properties that go above and beyond in customer service, unique amenities, creative or niche marketing, and other positive contributions to Oklahoma's tourism industry.

*NOTE: RedBud 2009 winners are not eligible to enter in the same category they won last year. Merit Award winners may re-enter any category.*

**Entries due  
by  
5:00 p.m.  
July 30, 2010**



# 2010 RedBud Award Judging

## Judging & Selection Criteria

Tourism professionals from across the region will judge the 2010 RedBud Award entries. Judges will use a total point rating process to establish winners. Awards for each category may include a RedBud Award and/or a Merit Award. However, if sufficient points are not accumulated by any entrant in a category, no awards may be given in that category. The decision of the judges is final.

As applicable, entries will be judged on their effective use of the funds budgeted for that project or campaign.

In the event of a tie, all winners with equal score totals will receive an award. Judges may award honorable mentions at their discretion. The Oklahoma Tourism & Recreation Department will verify legitimacy of all entries prior to award presentation.

All Tourism Award categories (Outstanding Event, New Event, Attraction, New Attraction, Agritourism Attraction and Temporary Exhibit) will also be judged on customer service, attendance as compared to previous years, marketing (include plan and budget), media relations (include press releases, clippings, video clips, CDs, etc.), industry/community relations, accessibility, variety of audiences reached, value for cost of admission, group tour relations (if applicable), and effective use of budgeted funds. Entries may be prepared in-house or by the organization's advertising agency, public relations firm or other vendor.

## Entry Notebook Requirements

Each entry must be submitted separately and must be limited to one hardcover, stiff-spine, three-ring, clear-view\* binder no more than three inches thick. The binder should be free of lettering, labels, drawings, or other artwork. The front cover pocket of each entry should contain a completed entry form.

\*Front panel, clear-view pockets are used in the judging process to hold identifying entry and judging forms.

T-shirts, videos, and folded posters may be placed and secured in plastic sleeves and included in the binder. Items too large to submit may be photographed and placed in the binder. **Do not send any loose items.**

Please keep entry summaries to two pages no larger than 8.5" by 11" with 1-inch margins all around, and font size no smaller than 12 pt. Please summarize your efforts when compiling entry information and examples.

If entering more than one category, provide materials and documentation for each separate entry.

*All entries must meet the above requirements to be eligible for consideration.*



## Entry Checklist

**Entries due by 5:00 p.m.  
July 30, 2010**

- \_\_\_\_\_ Completed Entry Form
- \_\_\_\_\_ Entry Summary
- \_\_\_\_\_ Entry Fee Payment or P.O.
- \_\_\_\_\_ Binder of Support Materials per Instructions

- \_\_\_\_\_ Submit Entry by mail or deliver by 5 p.m on July 30th to:

Oklahoma Tourism & Recreation Dept.  
RedBud Awards c/o Austin Tackett  
120 N. Robinson, Suite 600  
Oklahoma City, OK 73102

## 2010 RedBud Award Judging

Category Name: \_\_\_\_\_

Organization's Total Marketing Budget (if entering categories D, F): \_\_\_\_\_

Total Budget for Project (if entering categories C, E, G, H, I, L, M): \_\_\_\_\_

Organization/Business Name: \_\_\_\_\_

Person Submitting Entry: \_\_\_\_\_

Title of Person Submitting Entry: \_\_\_\_\_

What organization/name should be listed on the award if you win: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**If entering categories B, E, F, G, or H, please provide the following information in your 2-page summary:**

1. Name of outside firm or staff member that produced the materials submitted
2. Target Audience
3. Purpose/Objective
4. Collection method for measuring effectiveness
5. Any information requested in category description

**If entering categories A, B, C, D, I, J, K, L, M, N or O, please provide any information requested in the category description.**

**ALL ENTRIES SHOULD BE MAILED OR DELIVERED BY 5 P.M. ON JULY 30 TO:**

Oklahoma Tourism & Recreation Dept.  
RedBud Awards c/o Austin Tackett  
120 N. Robinson Ave., Ste. 600  
Oklahoma City, OK 73102

