

2010 Agritourism Media Awards

“Celebrating and sharing the farms and rural communities of West Virginia”



Presented during the 2010 West Virginia Small Farms Conference
March 2-5, 2010
Lakeview Resort and Conference Center
Morgantown, West Virginia

The purpose of the Agritourism Media Awards is to celebrate and recognize excellence in the advertising and promotion of West Virginia Agritourism destinations and attractions.

Entry is free to qualified entities. Ribbons and recognition will take place during the 2010 Agritourism Conference in Morgantown, WV.

Please note the submission deadline of close of business on February 12, 2010 to allow time for entry judging and exhibit preparation.

We are unable to return submissions unless entrants are able to pick up their entry at the **conclusion** of the Small Farms Conference. Awards will be mailed to recipients unable to participate in the recognition ceremonies.

Decision of the judges is final. The entry must be an item intended for distribution to the general public. It must be directly related to the actual event.

Submissions agree to allow their event and entry to be available for promotion and program publicity.

All printed materials should be submitted on black foam board that does not significantly exceed the dimensions of the entry. To mount your entry, use a clear plastic sheet protector. In addition to the entry form, a label on the back of your entry must have the following information:

Name of organization/entity
Category entered (see below)
Contact information for entrant including email

For photo entries. Submit one photo mounted as indicated above and include a CD or other electronic format with your entry. Provide a brief caption on the back of the entry and photo credits.

For website entries. The nature of many websites does not allow full printing for display purposes. To enter this category, please submit a full cover graphic representing the home page of your site. On the back submit the information listed in the paragraph above and mount to the black foam board. Submit with the completed entry form. Be sure to **clearly identify the home page of your site** so that the judges can review your submission and explore the functionality of your site.

Judging Criteria:

Promotional material should be:

1. Informative
2. Motivational
3. Based on a central theme
4. Appropriate for the activities and audience
5. Excellently produced

Entry Categories:

1. **Best brochure for an attraction or event (2009 calendar year)**
2. **Best brochure for an attraction or event (scheduled for 2010 calendar year)**
3. **Best rack card for an attraction or event (2009 calendar year)**
4. **Best rack card for an attraction or event (scheduled for 2010 calendar year)**
5. **Best website for an attraction or event**
6. **Best brochure or rack card for a fair or festival (2009 or 2010)**
7. **Best brochure or rack card for a farmers market, roadside stand or CSA (2009 or 2010)**
8. **Best website for a farmers market, roadside stand or CSA**
9. **Best photo depicting West Virginia agritourism**

All entry materials should be mailed to:

(Please note entries must be received by the close of business on February 12, 2010)

West Virginia Department of Agriculture
c/o Mountain RC&D, Inc.
226 Maple Avenue
Oak Hill, WV 25901

Questions or additional information. Contact Cindy Martel at (304) 469.9738 or cmartel@ag.state.wv.us.

2010 West Virginia Agritourism Media Awards

Entry Form

Name of Event or Attraction: _____

Person Submitting Entry: _____

Contact Address: _____

Contact Phone: _____ ()Home ()Cell ()Work

Contact Email: _____

Entry Category:

- Best brochure for an attraction or event (2009 calendar year)
- Best brochure for an attraction or event (scheduled for 2010 calendar year)
- Best rack card for an attraction or event (2009 calendar year)
- Best rack card for an attraction or event (scheduled for 2010 calendar year)
- Best website for an attraction or event (2009 calendar year)
- Best website for an attraction or event (2010 calendar year)
- Best website for an attraction or event
- Best brochure or rack card for a fair or festival (scheduled for 2010)
- Best brochure or rack card for a farmers market, roadside stand or CSA (2009 or 2010)
- Best website for a farmers market, roadside stand or CSA
- Best photo depicting West Virginia agritourism

Have you:

Submitted a separate entry form for each submission?

Mounted your entry as described in the contest guidelines?

Provided the requested information on the back of your entry?

Provided the correct website address for your entry (if applicable)?

Provided a caption and photo credit (if applicable)?

Mailed your entry to arrive before February 12, 2010?