



showcase agency 2025

A SPIRITED COMPETITION SPOTLIGHTING BRIGHT IDEAS
EXHIBITED BY PARK, RECREATION AND CONSERVATION AGENCIES

PROUDLY BROUGHT TO YOU BY



REGISTRATION DEADLINE IS SATURDAY, NOV. 15
SPACE IS LIMITED! SIGN UP TODAY AT ILPARKSCONFERENCE.COM



Dear Parks, Recreation and Conservation Professionals:

The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

The 2025 Agency Showcase includes two divisions and 13 categories in which to enter. Agencies may choose to enter either the Individual Categories or the Overall Agency Showcase division.

Lastly, ALL conference attendees will be able to vote for the People's Choice Award through the conference app.

DIVISION 1: OVERALL AGENCY SHOWCASE

Select eight out of the 13 categories and create a Table Top Display that will be scored alongside your individual entries (**see page 6**). The display accounts for 1 of 9 total scores and should showcase how each entry works together to represent the agency. The eight categories that you select will be placed and judged in each individual category division. These scores will contribute to the final Overall Agency Showcase score. There will be first, second and third place winners for the Overall Agency Showcase division.

DIVISION 2: INDIVIDUAL CATEGORIES

The Individual Categories division allows you to select up to four categories (one submission per category) for the judges to critique at the annual conference in January 2026. There will be one outstanding submission recognized with a plaque in each category along with ribbons for second and third place.

Please remember, this is a professional exhibition of your work. Each specific category has a set of guidelines that can be found in this packet. **In addition, there are general guidelines for all categories outlined on page 5.**

We look forward to seeing your work displayed at conference. If you have any questions or concerns, please feel free to contact me, Sheri Potter, at sherip@warrenvilleparks.org.

Sincerely,
Sheri Potter
Marketing & Community Engagement Manager, Warrenville Park District
Agency Showcase Committee Chair

2025 ENTRY CATEGORIES

- Brochure Series - Print
- Brochure Series - Virtual
- Integrated Photography
- Large-Format Marketing
- Logo Design
- Marketing Campaign
- Print Communication - Informational
- Print Communication - Promotional
- Social Media Campaign
- Video - Long Form
- Video - Short Form
- Website
- Written Content

**REGISTRATION
DEADLINE
SATURDAY, NOV. 15**

**SPACE IS LIMITED!
SIGN UP TODAY AT
ILPARKSCONFERENCE.COM**

AGENCY SHOWCASE SPONSORSHIPS

Become an Agency Showcase Sponsor to reach thousands of IAPD and IPRA members from across the state through pre-conference messaging and during the live conference event in January.



Targeted Industry Exposure

Reach Illinois's top park, recreation, and conservation leaders. Your brand gains direct visibility with decision-makers focused on innovation and marketing excellence.



Boost Brand Prestige

Align your company with a premier competition celebrating "bright ideas." Sponsoring enhances your reputation and positions you as a key supporter of industry excellence.



Key Networking Access

Engage directly with industry professionals at the "Soaring to New Heights" conference. Build valuable relationships and explore new opportunities within the Illinois park and recreation community.

CATEGORY SPONSORSHIPS ARE STILL AVAILABLE

Category sponsors receive a solo sign provided at your sponsored category table; name in the final Conference Program Guide (if committed before Sept. 30) and on Agency Showcase signage; name and link on the conference website.

TO SECURE YOUR SPONSORSHIP OPPORTUNITY, CONTACT JESSICA CANNADAY AT JCANNADAY@COMMUNITYPARKDISTRICT.ORG OR 708.354.4580.

NEW! AWARDS & RECOGNITION

AGENCY SHOWCASE AWARDS CEREMONY

On Friday, January 30, from 8:30-9:30AM, 1st to 3rd Place Overall Agency Showcase winners and 1st to 3rd Place Category winners will be recognized during a special Agency Showcase Awards Ceremony.

1ST PLACE AGENCY SHOWCASE

On Friday, January 30, at 12:00PM, the 1st Place Division 1 Agency Showcase winner will be announced during the All-Conference Awards Luncheon.

AWARD RIBBONS

On Friday, January 30, award ribbons will be displayed on the outstanding submissions for each category. All entries will be on display in Grand Hall MN until 4:00PM.

PEOPLE'S CHOICE AWARD

On Saturday, January 31, at 3:30PM, the winner of the People's Choice Award will be announced during the IAPD Annual Business Meeting.

PREPARING TO SHINE FREE VIRTUAL WORKSHOP

WEDNESDAY, OCTOBER 22 • 1:00-2:30PM

Join us online for an engaging virtual workshop to help your agency shine in the 2025 Agency Showcase Competition. Whether you're entering a single category or aiming for the coveted overall division, this session will cover the key elements for a winning submission.

REGISTER AT [ILIPRA.ORG](https://ilipra.org)

IMPORTANT INFORMATION

KEY DATES

REGISTRATION DEADLINE	Saturday, November 15	Online at ilparksconference.com
ELECTRONIC SUBMISSIONS	Mid-November to December 31	Upload all electronic submissions to your assigned Dropbox
SETUP	Thursday, January 29 8:00-9:30AM	Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level
JUDGING	Thursday, January 29 9:30AM-5:00PM	Agency Showcase is closed during judging
SHOWCASE OPEN	Friday, January 30 8:00AM-4:00PM	Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level
PEOPLE'S CHOICE VOTING	Friday, January 30 8:00AM-4:00PM	Table Top Display voting is available in the Conference App
AGENCY SHOWCASE AWARD CEREMONY	Friday, January 30 8:30-9:30AM	Location to be announced soon
TAKEDOWN	Friday, January 30 4:00-5:00PM	Please do not remove items prior to 4:00PM

REGISTRATION

REGISTER BY NOVEMBER 15 AT [ILPARKSCONFERENCE.COM](https://ilparksconference.com)

- Overall Agency Showcase registration is limited—register early!
- Registration will not be accepted and categories cannot be changed after November 15.
- Absolutely no refunds will be issued under any circumstances after November 15.
- During the week of November 17, agencies will receive a confirmation email indicating their registered categories, along with a Dropbox link for electronic submissions.

PLEASE NOTE:

- IAPD and IPRA are not responsible for lost or stolen items.
- Scores and judges' comments will be emailed to agencies the week following conference.

GENERAL GUIDELINES

- **A 10-point deduction per judge will be applied to submissions that do not follow the guidelines.**
- All submissions must have been created during the 2025 calendar year (January 1 to December 31). Exceptions are noted in the category descriptions.
- Individual categories will require an electronic submission by December 31 (with the exception of the Brochure Series - Print category and the Table Top Display).
- Submissions that cannot be identified by agency will be disqualified.
- If a submission is double-sided (e.g., a postcard), mount both sides on the same side of the black foam board for display.
- Fully complete the Entry Forms as provided in this packet—**do not redesign/recreate!**
- Each agency is responsible for bringing their submissions to conference and setting them up.

DIVISION 1: OVERALL AGENCY SHOWCASE

- Select eight out of the 13 categories and create a Table Top Display that will be scored alongside your individual entries.
- Overall Agency Showcase submissions must have two copies for each category in which you enter.
 1. One copy to be integrated in your Agency Showcase Table Top Display.
 2. One copy for the Individual Category tables.
- Displays must be set up in Grand Hall MN by 9:30AM on Thursday, January 29.
- Displays must be removed from the Grand Hall between 4:00-5:00PM on Friday, January 30. Agencies who do not remove their displays will be charged a \$50 clean up fee. Items remaining after 5:00PM will be properly disposed of.
- Please do not remove items prior to the scheduled pick-up time of 4:00PM.

DIVISION 2: INDIVIDUAL CATEGORIES

- Select up to four categories (one submission per category)
- Individual Category submissions require one copy for each category entered—provide only one submission per category chosen.
- Table-top easels are NOT allowed. All submissions must lay flat on the tables and be **no larger than 8.5" x 11"**.
- Individual Category submissions must be set up in Grand Hall MN by 9:30AM on Thursday, January 29.
- Individual Category submissions must be removed from the Grand Hall between 4:00-5:00PM on Friday, January 30. Items remaining after 5:00PM will be properly disposed of.
- Please do not remove items prior to the scheduled pick-up time of 4:00PM.

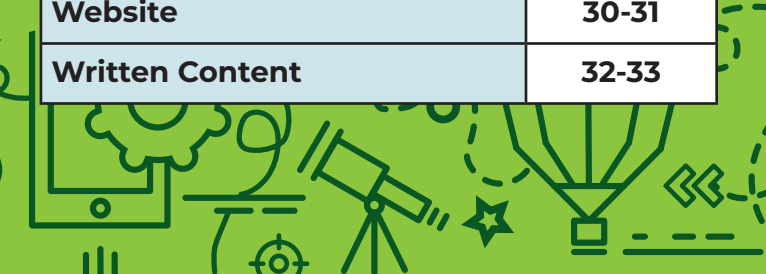
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DIVISION I: AGENCY SHOWCASE TABLE TOP DISPLAY

WHAT TO ENTER

The Table Top Display counts as 1 of 9 total scores for the Overall Agency Showcase competition.

The Overall Agency Showcase competition includes the scores from your individual submissions plus a Table Top Display score.

Your Table Top Display must integrate all eight of your Agency Showcase submissions. The display should showcase how each entry works together to represent the agency. You also may include other marketing pieces for this display, but please note that these pieces will not be judged.

HOW TO ENTER

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Integrate each of your eight category submissions into the Table Top Display. Display items do not need to be mounted or bound.
- ☐ For Social Media, Videography, Brochure Series - Virtual and Website categories, display a screenshot of your submission.
- ☐ Place your completed Entry Form on your table.

Please note:

- A draped and skirted 6-foot x 30-inch table will be provided to you on the day of the competition.
- Electrical outlets cannot be guaranteed.
- Items may be placed behind your table. However, items may not extend more than one foot away from the back side of the table.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.

AGENCY SHOWCASE TABLE TOP DISPLAY JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines

CATEGORY	CRITERIA	SCORING
Creativity	Originality and ability to capture attention	25%
Design	Visual appeal, use of graphics and overall aesthetics	25%
Organization & Cohesiveness	Logical flow, balance of elements and unified look	25%
Messaging ("It Factor")	Impact, clarity of message and overall wow-factor	25%

TABLE TOP DISPLAY ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. PLACE FORM ON YOUR TABLE TOP DISPLAY.

AGENCY NAME _____

DESCRIPTION

PROVIDE A 350-WORD OR LESS DESCRIPTION INDICATING HOW ALL OF THE ITEMS IN THE DISPLAY WORK TOGETHER TO CREATE A UNIFIED MARKETING MESSAGE OR BRAND:

BROCHURE SERIES - PRINT

SPONSORED BY
**JSD PROFESSIONAL
SERVICES, INC.**

WHAT TO ENTER

Printed brochure series published for the 2025 calendar year. Each brochure must be a minimum of 16 pages in length. A minimum of two issues in their entirety must be submitted — no more than four issues total. Only one brochure issue will be judged on writing and messaging. Indicate your selection on the form provided.

HOW TO ENTER

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Display one copy of each brochure in its entirety. Due to space constraints, submitting agencies should stack brochures on the display table. No mounted submissions will be accepted.
- ☐ Paperclip your Entry Form to one brochure.

BROCHURE SERIES JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Writing & Messaging	Clarity, tone, grammar, and effectiveness of written content	25%
Visual Design	Layout, typography, use of color, and overall aesthetic appeal	25%
Concept & Cover Design	Creativity, visual appeal and effectiveness of the cover and overall concept	25%
Series Cohesion	Consistent style, branding, and tone across the series	25%

BROCHURE SERIES - PRINT ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. PAPERCLIP FORM TO ONE BROCHURE.

AGENCY NAME _____

BROCHURE SERIES

BROCHURES SUBMITTED: _____

BROCHURE ISSUE TO BE JUDGED ON WRITING & MESSAGING: _____

BUDGET

TOTAL PRINTING COSTS (EXCLUDING POSTAGE/DELIVERY): _____ **COST PER PIECE:** _____

DESIGN PROCESS

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE DESIGN PROCESS:

BROCHURE SERIES - VIRTUAL

WHAT TO ENTER

Virtual brochure series (including camp or other specialty brochures if applicable) published for the 2025 calendar year.

Each brochure must be a minimum of 4 pages in length. A minimum of two issues in their entirety must be submitted—no more than four issues total. Only one brochure issue will be judged on writing and messaging. Indicate your selection on the form provided.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ A minimum of two brochure issues in their entirety — no more than four issues total.
- Label the PDF as follows (follow this format exactly):
Brochure Series Virtual - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Screenshots of the virtual brochures should be mounted on black foam board for display, **not to exceed 8.5" x 11"** per brochure.
- ☐ Mount your Entry Form on the backside of the first display piece.

BROCHURE SERIES JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Writing & Messaging	Clarity, tone, grammar, and effectiveness of written content	25%
Visual Design	Layout, typography, use of color, and overall aesthetic appeal	25%
Concept & Cover Design	Creativity, visual appeal and effectiveness of the cover and overall concept	25%
Series Cohesion	Consistent style, branding, and tone across the series	25%

BROCHURE SERIES - VIRTUAL ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD.

AGENCY NAME _____

BROCHURE SERIES

VIRTUAL BROCHURE HOSTING LOCATION (E.G., WEBSITE): _____

LIVE LINKS TO BROCHURE ISSUES (4 MAXIMUM):

1. _____

2. _____

3. _____

4. _____

PUBLICATION FREQUENCY: _____

BROCHURE ISSUE TO BE JUDGED ON WRITING & MESSAGING: _____

DESIGN PROCESS

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE DESIGN PROCESS:

INTEGRATED PHOTOGRAPHY

WHAT TO ENTER

A marketing piece that integrates photography including, but not limited to, print advertisements, posters, flyers, brochures, logos, etc. Manipulated or edited photos are also welcome. Photo may be taken during years prior, however, marketing piece must be published in 2025. **Photos must be original content only, no stock imagery. Photo quality is only a portion of the total score. The judges will be evaluating how the image is edited, modified, and integrated into the design.**

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Integrated Photography submission plus the original photo.
- Label the PDF as follows (follow this format exactly):
Integrated Photography - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ One printout of the submission and the original photo (4" by 6") should be mounted on black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board. For multi-page documents, paperclip the Entry Form to the submission.

INTEGRATED PHOTOGRAPHY JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Composition & Design	Balance, use of color, unity, and overall visual impression	25%
Image Quality & Integration	Focus, lighting, clarity, and integration into marketing piece	25%
Creativity	Originality, point of view, editing, and unique message	25%
Cohesiveness & Impact	Overall effectiveness and how well all elements work together	25%

INTEGRATED PHOTOGRAPHY ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD OR PAPERCLIP TO A MULTI-PAGE SUBMISSION.

AGENCY NAME _____

PHOTOGRAPHER CREDIT

NAME OF ORIGINAL PHOTOGRAPHER: _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE TECHNIQUE, OBJECTIVES AND RESULTS OF THE INTEGRATED PHOTOGRAPHY SUBMISSION:

LARGE-FORMAT MARKETING

WHAT TO ENTER

One large-format marketing piece created during the 2025 calendar year. This includes, but is not limited to, billboards, bus wraps, murals, banners, and/or large 3D displays. Original must be 24" x 36" or larger in actual size.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Large-format Marketing submission.
- Label the PDF as follows (follow this format exactly):
Large-Format Marketing - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ One printout of the submission should be mounted on black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board.

LARGE-FORMAT MARKETING JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Strategy	Clarity of message, target audience alignment and effectiveness	25%
Originality	Creativity and uniqueness	25%
Design	Visual impact, layout, use of color, typography, space and overall appeal	25%
Copy	Clarity, persuasiveness and relevance	25%

LARGE-FORMAT MARKETING ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD.

AGENCY NAME _____

ACTUAL SIZE _____

LOCATION _____

MEDIUM _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE APPLICATION AND STRATEGY OF THE LARGE-FORMAT MARKETING:

LOGO DESIGN

WHAT TO ENTER

One logo created or updated during the 2025 calendar year.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload **ONE PDF** to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Submit the following in ONE 8.5" x 11" format:
 - A full-color version of the logo on a white background
 - A photo/graphic of the logo applied to an item
 - A black and white version of the logo
- Label the PDF as follows (follow this format exactly):
Logo Design - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ The logo submission should be mounted on black foam board for display, **not to exceed 8.5" x 11"**:
 - A full-color version of the logo on a white background
 - A photo/graphic of the logo applied to an item
 - A black and white version of the logo
- ☐ Mount your Entry Form on the backside of the foam board.

LOGO DESIGN JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Originality	Creativity in typography, imagery, and overall design	25%
Adaptability	Versatility across different platforms and uses	25%
Color Usage	Effective and appropriate use of color	25%
Scalability	Clarity and impact at various sizes	25%

LOGO DESIGN ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD.

AGENCY NAME _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE RATIONALE BEHIND THE DESIGN:

MARKETING CAMPAIGN

WHAT TO ENTER

Marketing campaign collateral created and executed during the 2025 calendar year. Entries must include a minimum of five marketing pieces that were utilized in a marketing campaign. Marketing pieces may include, but are not limited to, press releases, news articles, social media posts, flyers, brochures, electronic communication, signage, apparel and promotional items.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Marketing Campaign submission containing at least five marketing pieces and one page featuring your detailed campaign budget.
- Label the PDF as follows (follow this format exactly):
Marketing Campaign - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ A bound folder/binder brought for display, including at least five marketing pieces and one page featuring your detailed campaign budget, **with pages not to exceed 8.5" x 11"**.
- ☐ Your Entry Form should be bound with your submission.

MARKETING CAMPAIGN JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Message Consistency	Alignment and clarity of messaging across all campaign elements	25%
Repetition & Reinforcement	Strategic repetition to enhance message retention	25%
Creative Execution	Originality, design, and delivery of campaign materials	25%
Effectiveness & Results	Measurable impact and success in achieving campaign goals	25%

MARKETING CAMPAIGN ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. BOUND FORM WITH YOUR SUBMISSION.

AGENCY NAME _____

CAMPAIGN NAME _____

DESCRIPTION

PROVIDE A 350-WORD OR LESS DESCRIPTION SUMMARIZING THE CAMPAIGN GOALS, EFFECTIVENESS, AND RESULTS:

PRINT COMMUNICATION - INFORMATIONAL

WHAT TO ENTER

One printed communication piece that was created during the 2025 calendar year. The intent of pieces submitted in this category must be **informational in nature, designed to INCREASE PUBLIC EDUCATION. Seasonal brochures are not accepted in this category.** Submissions may include, but are not limited to, posters, postcards, newsletters, flyers, annual reports, booklets and pamphlets.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Print Communication Informational submission.
- Label the PDF as follows (follow this format exactly):
Print Communication Informational - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ One printout of the submission should be mounted to black foam board for display, **not to exceed 8.5" x 11"**. Multi-page documents do not need to be mounted.
- ☐ Mount your Entry Form on the backside of the foam board. For multi-page documents, paperclip the Entry Form to the document.

PRINT COMMUNICATION - INFORMATIONAL JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Content	Clarity, relevance, and effectiveness of written message	25%
Organization & Flow	Logical structure, smooth flow of information, and ease of locating key details	25%
Purpose & Relevance	Alignment with informational goals, detailed, useful to the audience	25%
Design Execution	Use of graphics, fonts, color, layout and overall visual appeal	25%

PRINT COMMUNICATION - INFORMATIONAL ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD OR PAPERCLIP TO A MULTI-PAGE SUBMISSION.

AGENCY NAME _____

NAME OF COMMUNICATION PIECE _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES AND RESULTS OF THE ENTRY:

PRINT COMMUNICATION - PROMOTIONAL

WHAT TO ENTER

One printed communication piece that was created during the 2025 calendar year. **Pieces submitted in this category must be no more than 16 pages, promotional in nature with a clear CALL TO ACTION. Seasonal brochures and annual reports are not accepted in this category.** Submissions may include, but are not limited to, posters, postcards, flyers, newsletters, and pamphlets.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Print Communication Promotional submission.
- Label the PDF as follows (follow this format exactly):
Print Communication Promotional - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ One printout of the submission should be mounted to black foam board for display, **not to exceed 8.5" x 11"**. Multi-page documents do not need to be mounted.
- ☐ Mount your Entry Form on the backside of the foam board. For multi-page documents, paperclip the Entry Form to the document.

PRINT COMMUNICATION - PROMOTIONAL JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Creativity & Originality	Unique concept, impact and ability to stand out	25%
Messaging	Persuasive message, call-to-action, and audience connection	25%
Purpose & Results	Alignment with goals, potential to increase engagement, attendance or sales	25%
Design Execution	Use of graphics, color, imagery, fonts and overall visual appeal	25%

PRINT COMMUNICATION - PROMOTIONAL ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD OR PAPERCLIP TO A MULTI-PAGE SUBMISSION.

AGENCY NAME _____

NAME OF COMMUNICATION PIECE _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES AND RESULTS OF THE ENTRY:

SOCIAL MEDIA CAMPAIGN

WHAT TO ENTER

A maximum of four social media posts utilized for a specific campaign executed during the 2025 calendar year. This category may also include paid social content as well as posts distributed across multiple social media platforms.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Screenshots of a maximum of four social media posts with live and active hyperlinks (4 pages maximum).
- Label the PDF as follows (follow this format exactly):
Social Media Campaign - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Screenshots of the Social Media Campaign should be mounted on black foam board for display OR as a multi-page document (4 pages maximum), **not to exceed 8.5" x 11"**. Multi-page documents do not need to be mounted.
- ☐ Mount your Entry Form on the backside of the foam board. For multi-page documents, paperclip the Entry Form to the document.

SOCIAL MEDIA CAMPAIGN JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Engagement & Results	Audience interaction, reach, and measurable outcomes	25%
Content Quality & Relevance	Alignment of content with campaign goals, clear messaging, and audience focus	25%
Frequency & Exposure	Consistency and visibility across platforms	25%
Creativity & Originality	Innovative ideas and engaging presentation	25%

SOCIAL MEDIA CAMPAIGN ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD OR PAPERCLIP TO A MULTI-PAGE SUBMISSION.

AGENCY NAME _____

SOCIAL MEDIA CAMPAIGN

LIVE LINKS TO SOCIAL MEDIA POSTS IN THE CAMPAIGN (4 MAXIMUM):

1. _____

2. _____

3. _____

4. _____

DID YOU USE BOOSTED POSTS OR A PAID CAMPAIGN? ☐ YES ☐ NO CAMPAIGN BUDGET: _____

LENGTH OF CAMPAIGN: _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE SUBMISSION:

VIDEO - LONG FORM

WHAT TO ENTER

One video produced and disseminated during the 2025 calendar year. **Long form videos should be longer than two minutes.** This category includes original video documentaries, informational videos, or other video production content that was publicly viewed and/or featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- Label the PDF as follows (follow this format exactly):
Video Long Form - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Screenshots of the Video submission should be mounted on black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board.

VIDEO - LONG FORM JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Concept & Creativity	Original idea, clear story, and engaging presentation	25%
Technical Execution	Audio, visuals, editing, and use of music/sound	25%
Strategy & Messaging	Purpose, audience targeting, and brand alignment	25%
Impact and Effectiveness	Audience appeal, memorability, and measurable results	25%

VIDEO - LONG FORM ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. BOUND FORM WITH YOUR SUBMISSION.

AGENCY NAME _____

LIVE LINK TO VIDEO _____

KEY TIME STAMPS FOR THE JUDGES TO REVIEW:

1. _____ 2. _____

3. _____ 4. _____

PROJECT BUDGET _____

EQUIPMENT & EDITING TOOLS USED _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE SUBMISSION:

VIDEO - SHORT FORM

WHAT TO ENTER

One video produced and disseminated during the 2025 calendar year. **Short form videos should be at least 15 seconds, but no longer than two minutes.** This category includes original videos that were featured on television, YouTube, website, or social media. Pre-existing .GIF or videos that are linked from other sources are not eligible. Video commercials created for NRPA Gold Medal awards are not eligible.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- Label the PDF as follows (follow this format exactly):
Video Short Form - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ Screenshots of the Video submission should be mounted on black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board.

VIDEO - SHORT FORM JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Concept & Creativity	Original idea, clear story, and engaging presentation	25%
Technical Execution	Audio, visuals, editing, and use of music/sound	25%
Strategy & Messaging	Purpose, audience targeting, and brand alignment	25%
Impact and Effectiveness	Audience appeal, memorability, and measurable results	25%

VIDEO - SHORT FORM ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. BOUND FORM WITH YOUR SUBMISSION.

AGENCY NAME _____

LIVE LINK TO VIDEO _____

PROJECT BUDGET _____

EQUIPMENT & EDITING TOOLS USED _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, STRATEGY AND RESULTS OF THE SUBMISSION:

WEBSITE

WHAT TO ENTER

A website maintained by or for any entity of your Agency. Websites do not have to be developed or launched in 2025.

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- Label the PDF as follows (follow this format exactly):
Website - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ A screenshot of the Website submission should be mounted on black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board.

WEBSITE JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Organization & Navigation	Logical structure, ease of use, intuitive layout	25%
Visual Design	Aesthetic appeal, layout, consistency, and branding	25%
Content & Writing	Clarity, tone, grammar, and relevance of written content	25%
Features & Functionality	Special features, interactivity, responsiveness, and overall effectiveness	25%

WEBSITE ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. BOUND FORM WITH YOUR SUBMISSION.

AGENCY NAME _____

WEBSITE URL (LIVE LINK) _____

TARGET MARKETS _____

DESCRIPTION

PROVIDE A 300-WORD OR LESS DESCRIPTION DISCUSSING THE OBJECTIVES, USAGE, AND SITE FEATURES (E.G., REGISTRATION, BROCHURE DOWNLOAD, E-MAIL SIGN UP, SHOPPING CARTS, CONTACT INFORMATION, STREAMING VIDEO, LIVE CHAT AND PHOTO GALLERIES):

WRITTEN CONTENT

WHAT TO ENTER

Written content developed in 2025 that helped raise awareness for your organization or its initiatives, or promoted your programs, events, or services. Eligible entries include, but are not limited to, newsworthy or promotional writing, such as blog posts, news/magazine articles, press releases, podcast/video transcripts, and electronic newsletters. **Paid placements, such as advertorials, are not eligible for this category.**

HOW TO ENTER

STEP 1

ELECTRONIC SUBMISSION DUE DEC. 31

By Dec. 31, upload ONE PDF to your provided Dropbox containing:

- ☐ Your completed Entry Form.
- ☐ Written Content submission.
- Label the PDF as follows (follow this format exactly):
Written Content - Your Agency Name
- Multiple files will not be accepted, nor will a file saved in any format other than a PDF.

STEP 2

AGENCY SHOWCASE DISPLAY JAN. 29

Setup is from 8:00-9:30AM on Thursday, January 29, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.

- ☐ One printout of the submission should be mounted to black foam board for display, **not to exceed 8.5" x 11"**.
- ☐ Mount your Entry Form on the backside of the foam board. For multi-page documents, paperclip the Entry Form to the document.

WRITTEN CONTENT JUDGING CRITERIA

A 10-point deduction per judge will be applied to submissions that do not follow the entry guidelines.

CATEGORY	CRITERIA	SCORING
Writing Quality	Grammar, clarity, tone, and structure of the writing	25%
Creativity	Originality, voice, and engaging style	25%
Content Relevance	Alignment with purpose, audience, and message	25%
Results & Effectiveness	Impact, outcomes, and how well the content achieved its goals	25%

WRITTEN CONTENT ENTRY FORM

USE ENTRY FORM AS PROVIDED! DO NOT RE-CREATE OR REDESIGN. MOUNT FORM ON THE BACK OF FOAM BOARD OR PAPERCLIP TO A MULTI-PAGE SUBMISSION.

AGENCY NAME _____

CONTENT TYPE (Select all that apply)

- ☐ BLOG POST ☐ PRESS RELEASE ☐ NEWS ARTICLE ☐ WEBSITE COPY ☐ E-BLAST COPY
- ☐ PODCAST TRANSCRIPT ☐ OTHER: _____

TOPIC _____

DESCRIPTION

PROVIDE A 200-WORD OR LESS DESCRIPTION OF THE GOALS, RESULTS AND/OR EFFECTIVENESS AS WELL AS ANY MEDIA SHARES OF THE WRITTEN CONTENT:



AWARDS & RECOGNITION

AGENCY SHOWCASE AWARD CEREMONY

On Friday, January 30, from 8:30-9:30AM, 1st to 3rd Place Overall Agency Showcase winners and 1st to 3rd Place Category winners will be recognized during a special Agency Showcase Award Ceremony.

1ST PLACE AGENCY SHOWCASE

On Friday, January 30, at 12:00PM, the 1st Place Division 1 Agency Showcase winner will be announced during the All-Conference Awards Luncheon.

AWARD RIBBONS

On Friday, January 30, award ribbons will be displayed on the outstanding submissions for each category. All entries will be on display in Grand Hall MN until 4:00PM.

PEOPLE'S CHOICE AWARD

On Saturday, January 31, at 3:30PM, the winner of the People's Choice Award will be announced during the IAPD Annual Business Meeting.

REGISTRATION DEADLINE IS SATURDAY, NOV. 15
SPACE IS LIMITED! SIGN UP TODAY AT ILPARKSCONFERENCE.COM