

# agency showcase

A **spirited competition** spotlighting  
**bright ideas** exhibited by park, recreation  
and conservation agencies

## This Year's Entry Categories:

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

**REGISTER  
ONLINE AT**

[www.ilparksconference.com](http://www.ilparksconference.com)

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**REGISTRATION DEADLINE IS MONDAY, DECEMBER 18 | SPACE IS LIMITED, SIGN UP TODAY!**



**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.

Presented by Americana Outdoors, the 2023 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 participants will be able to vote for the People's Choice Award through the conference app.**

**Division 1: Agency Showcase**

Select eight out of the 13 categories and create a tabletop display that will be scored alongside your individual entries. The display accounts for 11% of your final score 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 in this division.

**Division 2: Individual Categories**

This division allows you to select up to four categories to enter your work for the judges to critique at the annual conference in January 2024. 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 overall guidelines for all entries 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 the Agency Showcase Taskforce Chair, Jessica Cannaday, at [jcannaday@communityparkdistrict.org](mailto:jcannaday@communityparkdistrict.org).

Sincerely,  
Heather Weishaar  
Communications & Marketing Director  
Illinois Park & Recreation Association

**REGISTER ONLINE AT [www.ilparksconference.com](http://www.ilparksconference.com)**

Agency Showcase presented by



C&M Social sponsored by



Categories sponsored by

A5 BRANDING AND DIGITAL

BERRYDUNN

CAMPFIRE CONCEPTS

ILLINOIS PUBLIC RISK FUND

REC STAR CONSULTING

A5 BRANDING AND DIGITAL

## CATEGORY SPONSORSHIPS ARE STILL AVAILABLE

Become an Agency Showcase Sponsor to reach thousands of IPRA members from across the state through pre-conference messaging and during the live conference event in January. Category sponsors receive a solo sign provided at your sponsored category table; name in the Conference Program Guide and on Agency Showcase signage; name and link on the conference website and in the Agency Showcase eblast sent to all members; and name announced at the IPRA C&M Awards Social.

**Investment is just \$200!**

**To secure your sponsorship opportunity, contact Joan Scovic at [jscovic@nbparks.org](mailto:jscovic@nbparks.org) or 847-291-2960.**



# AMERICANA

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# General Entry Rules

There is a 20 point deduction for submissions that don't follow guidelines

- **Each agency is responsible for bringing their entries to conference and setting them up. Set up is 8-9:30 AM on Thursday, January 25, in Grand Hall MN at Hyatt Regency Chicago, East Tower, Gold Level.**
- **Certain categories require electronic submission in December - read each category description carefully.**
- All entries must have been created during the 2023 calendar year (January 1 to December 31).
- Exceptions should be noted in the description.
- **Label your entry with your District's name.**
- If entries are double-sided, mount both sides on black foam board.
- All descriptions should be in 12 point, legible font. Requirements for each category's description content can be found in the specific guidelines for that category. The description is your opportunity to provide background on your agency, including if you have in-house work, contracted out work, etc.

## Division 1: Agency Showcase

- Agency Showcase entries must have two copies for each category in which you enter - one to be integrated in the display for Agency Showcase and the other mounted for individual categories. Exceptions will be noted in the description.
- Displays must be set up in Grand Hall by 9:30 AM on Thursday, January 25.
- Displays must be removed between 4:00-5:00 PM on Friday, January 26. Agencies who do not remove their displays will be charged a \$50 clean up fee. Please do not remove items prior to the scheduled pick-up time.

## Division 2: Individual Categories

- Individual Category entries must have one copy for each category in which you enter.
- Table-top easels are NOT allowed. All submissions must lay flat on the tables.
- Individual entries must be set up in Grand Hall by 9:30 AM on Thursday, January 25.
- Individual entries must be removed from the exhibit hall between 4:00-5:00 PM on Friday, January 26. Items remaining after 5:00 PM will be properly disposed of. Please do not remove items prior to the scheduled pick-up time.

## Awards and Recognition

- The 1st, 2nd, and 3rd Place Overall Agency Showcase winners and the outstanding submission winners for each category will be presented during the C&M Section Meeting on Thursday, January 25, 2023, at 5:15 PM.
- The winners of the People's Choice Award / Best in Show will be announced during the IAPD Annual Business Meeting on Saturday, January 27, 2023, at 3:30 PM.
- Friday, January 26, notification will be displayed on the outstanding submission for each category. All entries will be on display in Grand Hall until 4:00 PM.

**REGISTER ONLINE AT [www.ilparksconference.com](http://www.ilparksconference.com)**

**Judge score sheets and feedback not picked up at the Annual Meeting will be available for pick-up at Conference Headquarters until the end of conference.**

Register Early!  
Only 13 spots available.

# agency showcase 2023

## Overall Agency Showcase

### Submission Guidelines

## What to Enter

The Overall Agency Showcase competition includes the scores from your individual submissions plus a table top display score.

Your tabletop display must integrate all eight of your Agency Showcase entries. 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

- Set up is between 8:00 AM and 9:30 AM on Thursday, January 25 in Grand Hall MN at Hyatt Regency.
- A 350-word or less explanation should indicate how all of the items on the table work together to create a unified marketing message or brand.
- Be sure to integrate each of your eight category entries into the display. Display items do not need to be mounted or bound.
- We will provide and assign you a 6 foot x 30 inch table the day of the competition.
- Tables will be draped and skirted.
- Other items that may be brought for display may include but are not limited to, additional marketing pieces, tablecloths, display boards, banners and accessories.
- 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.

## How Entries are Judged

Creativity	20%
Design	20%
Organization	20%
Message/"It Factor"	20%
Cohesiveness	20%

This category is one ninth of your Overall Agency Showcase Score.

**Note:** For Social Media, Videography, Virtual Program guides and Website categories, display a screenshot of your submission.

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

# Brochure Series - Print

SPONSORED BY REC STAR CONSULTING

## What to Enter

Brochures created for the 2023 brochure year (including camp or other specialty brochures if applicable).

## How to Enter

- A 200-word or less explanation should describe the design process, budget information, printing costs and cost per piece. Paperclip explanation to one brochure. **Only one brochure issue will be judged on content. Indicate your selection below the guide description for example "Summer 2023."**
- A minimum of two issues, in their entirety, must be submitted, no more than four issues total.
- Each brochure must be a minimum of 16 pages in length.
- Bring 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.

## Entries are Judged

Entries will be judged as a series, not individually.

Writing	25%
Layout Design	25%
Cover Design/Concept	25%
Organization	25%

**Want to know what you did well, and where you can improve?**

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

# Brochure Series - Virtual

## What to Enter

Virtual brochures created for the 2023 brochure year (including camp or other specialty brochures if applicable).

## How to Enter

- A 200-word or less explanation should include the design process, virtual guide hosting location, views and publication frequency.
- When submitting virtual guides, mount screenshots of the virtual guide on one black foam board not to exceed 11" x 17", per guide, for display. A copy of the description should be mounted on the backside of the first display piece.
- **Only one brochure issue will be judged on content. Indicate your selection below the guide description for example "July Virtual Guide 2023."**
- A minimum of two issues, in their entirety, must be submitted, no more than four issues total.
- Virtual guides must be a minimum of 4 pages in length.

## Virtual Submissions must be received electronically by Thursday, January 4

DEADLINE

- You must upload **one PDF** file that includes the description, screenshots, and links to the social sites utilized in your campaign to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- **You must link directly to your submission.**
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Your file should be labeled as follows (follow this format exactly):

File Name

**Brochure Series Virtual Submission - Your Agency Name.**

## Entries are Judged

Entries will be judged as a series, not individually.

Writing	25%
Layout Design	25%
Cover Design/Concept	25%
Organization	25%

### Want to know what you did well, and where you can improve?

All judge score sheets & feedback will be available for pick-up at Conference Headquarters until the end of conference.

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Integrated Photography

## What to Enter

One printout of a marketing piece that utilizes photography along with the original photo that is integrated into the design (size does not matter). Marketing pieces include but are not limited to print advertisements, posters, fliers, brochures, logos, etc. Marketing materials that integrate manipulated or edited photos are also welcome. Photo may be taken during years prior, however, marketing piece must be created in 2023.

**REMEMBER: 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

- A 200-word or less explanation should be submitted including credit to the photographer, technique, objectives and results of the entry.
- One printout of the entry and the original photo (4" by 6") should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the explanation should be mounted on the backside of the display piece.

## How Entries are Judged

Entries will be judged on creativity, composition and technical quality.

Creativity	25%
Composition	50%
Design Integration	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Large-Format Marketing

## What to Enter

One large-format marketing piece created during the 2023 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

- A 200-word explanation should be submitted describing the actual size, location, medium and application of the entry.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the description should be mounted on the backside of the display piece.

## How Entries are Judged

Entries will be judged on four main categories: strategy, originality, design, and copy.

Strategy	25%
Originality	25%
Design	25%
Copy	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Logo Design

## What to Enter

One logo created or updated during the 2023 calendar year.

## How to Enter

- A 200-word or less explanation should be submitted describing the rationale behind the design.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17".
- A copy of the explanation should be mounted on the backside of the display piece.
- Please display a full color application, as well as a white background and a dark background application on your board.

## How Entries are Judged

Entries will be judged on four main categories: originality, adaptability, color usage and scalability.

Originality	40%
Adaptability	20%
Color Usage	20%
Scalability	20%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.

# Marketing Campaign

**SPONSORED BY CAMPFIRE CONCEPTS**

## What to Enter

Marketing campaign collateral created and executed during the 2023 calendar year. Entries must include a minimum of five marketing pieces that were utilized in a marketing campaign. The two fundamental themes of repetition/exposure and measurement/quantitative results should be considered.

## How to Enter

- A 350-word or less explanation should be submitted summarizing the campaign goals, effectiveness, and results. The summary should include budget information.
- Entry should be no larger than “8.5x11”, bound and brought for display, including at least five marketing pieces.

## How Entries are Judged

Entries will be judged on the following:

Consistency of Message	25%
Repetition	25%
Creative Execution	25%
Effectiveness of Message/Results	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Paid Advertisement

## What to Enter

One paid advertisement that ran during the 2023 calendar year. Ads may have been placed in any media outlet including but not limited to print, web, radio, social media, or TV.

## How to Enter

- A 200-word or less explanation should be submitted describing the objectives and results of the entry, including return of investment.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

## How to Submit if the Piece was Electronic in Nature

**Electronic submissions must be received by Thursday, January 4**



- You must upload **one PDF** file that includes the description and either the advertisement itself or a link to access the piece from a website to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Your file should be labeled as follows (follow this format exactly):



**Paid Advertisement Submission - Your Agency Name.**

## How Entries are Judged

Copy	25%
Call to Action	25%
Creative Execution	25%
Impact/Results	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Print Communication (Informational)

## What to Enter

One printed communication piece that was created during the 2023 calendar year. Entries may include but are not limited to, posters, postcards, newsletters, fliers, annual reports, booklets and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures are not accepted in this category.

**The intent of pieces submitted in this category must be informational in nature, designed to increase public education.**

## How to Enter

- A 200-word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multi-page documents, paperclip the explanation to the document.

## How Entries are Judged

Entries will be judged on creativity, design, content and results.

Creativity/Originality	30%
Design	30%
Content	30%
Results	10%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Print Communication (Promotional)

SPONSORED BY BERRYDUNN

## What to Enter

One printed communication piece that was created during the 2023 calendar year. Entries may include but are not limited to: posters, postcards, newsletters, fliers, and pamphlets. Multi-page documents are not required to be mounted. Seasonal brochures and annual reports are not accepted in this category.

**The intent of pieces submitted in this category must be promotional in nature and contain a clear call to action.**

## How to Enter

- A 200-word or less explanation should be submitted describing the objectives and results of the entry. The explanation should also indicate the name and date of publication.
- One printout of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- For multi-page documents, paperclip the explanation to the document.

## How Entries are Judged

Entries will be judged on creativity, design, content and results.

Creativity/Originality	25%
Design	25%
Content	25%
Results	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Social Media Campaign

SPONSORED BY A5 BRANDING AND DIGITAL

## What to Enter

A minimum of one and a maximum of four social media outlets utilized for a specific campaign executed during the 2023 calendar year. Incorporation of paid social content may be included in this category.

## How to Enter

- A 250-word or less description and hyperlinked URL in one PDF document should be submitted electronically describing the length of the campaign, objectives, strategy and results of the entry. **Entries must include a specific date range for judges to review.**
- Screenshots of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

## Submissions must be received electronically by Thursday, January 4

DEADLINE

- You must upload **one PDF** file that includes the description, screenshots, and links to the social sites utilized in your campaign to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- **You must link directly to your submission.**
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.

Your file should be labeled as follows (follow this format exactly):

File Name

**Social Media Campaign Submission - Your Agency Name.**

## How Entries are Judged

Entries will be judged on engagement, content, frequency/exposure and creativity

Engagement	25%
Content	25%
Frequency/Exposure	25%
Creativity	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Video - Long Form

## What to Enter

One video produced and disseminated during the 2023 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. **For long form videos you are required to indicate specific time stamps for judges to review.**

## How to Enter

- A 200-word or less description and hyper-linked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry. Description should include project budget, equipment, and editing tools used.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Your file should be labeled as follows (follow this format exactly):

**File Name** →

**Video Long Form - Your Agency Name.**

**Submissions must be received electronically by Thursday, January 4**  
Send entries to [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).

← **DEADLINE**

## How Entries are Judged

Entries will be judged on overall concept/content, creativity and copy/script, overall strategy and measurable results.

Overall Concept/Content	25%
Creativity and Copy/Script	25%
Overall Strategy	25%
Measurable Results	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Video - Short Form

## What to Enter

One video produced and disseminated during the 2023 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

- A 200-word or less description and hyper-linked URL in one PDF document should be submitted electronically describing the objectives, strategy and results of the entry. Description should include project budget, equipment, and editing tools used.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.
- Your file should be labeled as follows (follow this format exactly):

**File Name** → **Video Short Form - Your Agency Name.**

**Submissions must be received electronically by Thursday, January 4**  
Send entries to [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).

← **DEADLINE**

## How Entries are Judged

Entries will be judged on overall concept, visual appearance, creativeness and copy as well as the overall strategic approach, and measurable results.

Overall Concept/Visual Appearance/Content	25%
Creativeness and Copy	25%
Overall Strategy	25%
Measurable Results	25%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**

# Website

## SPONSORED BY ILLINOIS PUBLIC RISK FUND

### What to Enter

A website maintained by or for any entity of your Agency. Websites **do not** have to be developed or launched in 2023.

### How to Enter

- A 200 word or less explanation describing the target markets, objectives, usage, and site features, as well as a hyperlinked URL to your website should be included in one PDF document and submitted electronically. Site features can include, but are not limited to, registration, brochure download, e-mail sign up, shopping carts, contact information, streaming video, live chat and photo galleries.
- Screenshot of the entry should be mounted on black foam board for display, not to exceed 11" x 17". A copy of the explanation should be mounted on the backside of the display piece.

### Submissions must be received electronically by Thursday, January 4.

DEADLINE

- You must upload **one PDF** file that includes the description and hyperlinked URL to your website to: [http://dbinbox.com/agency\\_showcase](http://dbinbox.com/agency_showcase).
- Multiple documents will not be accepted, nor will a file saved in any format other than a PDF.
- Your file should be labeled as follows (follow this format exactly):

File Name

**Website Submission - Your Agency Name.**

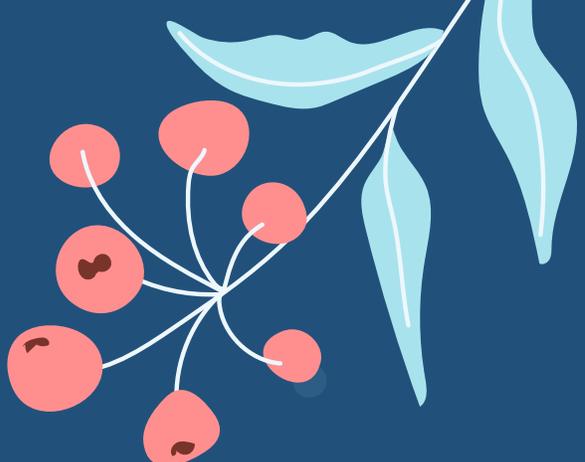
### How Entries are Judged

Entries will be judged on organization, design, writing, special features, usage and effectiveness.

Organization	20%
Design	20%
Writing	20%
Special Features	20%
Usage/Effectiveness	20%

**Each judge will deduct 20 points for submissions that do not follow the guidelines**

**Submissions and/or categories cannot be changed after registration form is submitted. Submissions that cannot be identified by agency will be disqualified. Absolutely no refunds under any circumstances.**



# You're Invited!

## C&M SOCIAL, AGENCY SHOWCASE AWARDS AND C&M ANNUAL MEETING

**THURSDAY, JANUARY 25 AT 5:15 PM**

**LOCATION TBA**

Appetizers and cash bar • Meet the judges

The 1st, 2nd and 3rd Place Overall Agency Showcase winners announced

**C&M SOCIAL SPONSORED BY**

