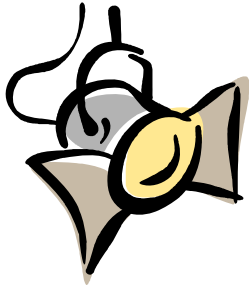
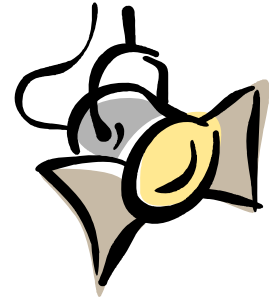


# Central Illinois Public Relations Association



## 2010 Awards



*Let your work shine!*

- Pat Landen Award  
This prestigious award highlights an external campaign, and is usually something on a large scale.
- Internal Campaign Award  
A campaign targeting the recipient's staff, judged on % participating and support materials.
- Gold Star Media Award  
This is a collaborative award meant to recognize the efforts of the media in partnership with a charity.
- Shoestring Campaigns  
Encouraging excellence among those with a modest budget, who shine on a budget of \$1,000 or less.
- Stand Alone Piece  
Have you produced something fantastically fabulous? Brochure, press release, flyer, etc? Let your light shine!
- A Better World Award  
This award is meant to recognize a corporate partner who supports a charity. Sponsored fundraisers particularly jump to mind. Our friends at Peoria Magazines will publish a story highlighting these good works.

*Don't forget the fine print!*

- ☞ Nomination details and forms will be made available on the PRA website.*
- ☞ Committee members will be available to answer questions regarding the application process.*
  - ☞ Award nominations must be submitted by March 26.*
  - ☞ The Awards will be presented at the April PRA Meeting.*

[www.pracentillinois.org](http://www.pracentillinois.org)

## In your submission, please include the following information:

*Write a brief synopsis of the award worthy campaign.*

*Be sure to answer these questions for each category in addition to the category specific questions:*

- Why was this campaign successful?
- What innovative ideas were incorporated into this campaign?
- Is this a new campaign or ongoing? (For how long?)
- All contact information for nominator and nominee.

### Pat Landen Award

What was the desired outcome of this campaign?  
How was the community encouraged to participate?  
What part did public support play in the successful effort?  
You may submit sample of materials, including printed items, cds, DVDs, etc.

### Internal Campaign Award

What was the goal of this campaign?  
How many employees participated in this campaign?  
What percentage of total employees does this represent?  
Please submit samples of any supporting materials.

### Gold Star Media Award

What is the mission of the partner charity?  
Why is this partnership a good fit?  
How many recipients benefited from this effort?  
Please submit samples of any supporting materials.

### Shoestring Campaigns

Who did this campaign target?  
How did in-kind donations help in this effort?  
What was the total expenditure of this campaign?  
Please submit samples of any supporting materials.

### Stand Alone Piece

Please submit samples of any supporting materials.

### A Better World Award

Is this a fundraising event?  
How many staff members from the corporate sponsor work to make this a success?  
How does this event make it A Better World?

### **Submission Information**

Please provide four copies of all printed materials. One DVD (if applicable) is sufficient. Your submission may be mailed or delivered by hand to Emily Burke @Pearl Technology 1200 E. Glen Avenue, Peoria Heights, IL 61616. Submissions must be received by 12 noon on March 26, 2010. Questions may be directed to [Emily.Burke@pearltechnology.com](mailto:Emily.Burke@pearltechnology.com).