

2020 Marketing Contest Entry Form

FULL NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

EMAIL _____

Contest Categories

- Category 1: Video**
- Category 2: Multi-Colored Brochure**
- Category 3: Media** (Advertising of a Specific Auction other than Brochures)
(Includes all media - newspaper, broadcast, audio/visual, signage & catalog)
- Category 4: Website - www.** _____
- Category 5: Social Media** (Facebook, Twitter, LinkedIn)

Signature Required

I certify by submitting this photo that I have the right to permit the Texas Auctioneers Association to use and publish this photograph, and that I understand that all photographs submitted to the Texas Auctioneers Association may be published, used or distributed in print, electronic or other media.

Signature: _____

Date: _____

CONTEST CRITERIA

Criteria for entering Contest:

1. Must be a TAA member in good standing.
2. All material relating to a specific auction must be for auctions conducted between June 30, 2019 and April 25, 2020.
3. Winners in the Advertising Contest may not compete in any Category in 2020 that they won in 2019.
4. Entries must be submitted by April 25, 2020 to be eligible.
5. All entries must display the TAA emblem or contain the statement that the auctioneer is a member of the TAA.

Criteria for selecting Judges:

1. Judges will not be a Texas Resident member of TAA.
2. Judges may come from the civilian community.
3. Judges will be selected by the Advertising Committee and approved by Executive Committee. Different judges may be used for different categories.
4. A minimum of three judges will be used.

Criteria for Judging:

1. Judges will evaluate each entry in up to 5 areas. Each area is worth 10 points. Minimum average score for an entry to be eligible for an award is 30 points.
2. Scores will be added together and divided by the number of judges.
3. Judging areas for entries promoting specific auctions are:
 - A. Aesthetics of the entry. First Impression.
 - B. Proper Information for attendance and all legal information.
 - C. Based on entry, how likely would you want to attend this auction?
 - D. Layout is easy to read and well presented.
 - E. Proper spelling and use of abbreviations.

GENERAL RULES & INFORMATION

1. Two copies of each entry must be submitted. One for display and one for judging.
2. Each entry into each category must be accompanied by the Advertising Contest Entry Form.
3. Each contestant may only enter one item in each Category, but may enter in as many Categories as they choose.
4. There will be a winner and runner-up in each judged category. Winner will receive an award plaque.
5. The Advertising Committee will have the final decision as to the eligibility of an entry in a specific category, if an entry form appears to have been submitted in the wrong category and will resolve any disputes that may arise without further review.
6. There must be a **minimum of two entries** in a category in order to judge that category.
7. Contest will be judged by DDM Marketing, Beaumont, TX.

INFORMATION

- Deadline for Entries is April 25, 2020
- Winners will be announced during the Annual Business Meeting at the Convention
- Winners will receive an award plaque

Send your entries to **Scott Drodody**

1656 Lee Miller Rd., Silsbee, TX 77656

or you may email them to: sdrodody711@gmail.com.

For questions please contact:

Scott Drodody @ 409-656-2847