



SUMMIT AWARDS

Pacific Northwest • 2026

We are going to present two additional major awards in 2026 (you need not apply for them; we will select from your entries that have already been submitted):

- **Best in Show:** Represents the best single entry in each budget category.
- **Grand Summit:** The Grand Summit is the highest award given by WFEA in recognition of those Festivals and Events who have a balance of all the elements necessary to ensure a successful event.

Award winners in each budget category will be selected based on the overall excellence of a festival and event as presented in their entries in all the other Summit Award categories.

Eligibility Requirement:

Organizations must submit at least three entries in each of three categories in order to be eligible:

1. Collateral/printed materials
2. Marketing
3. Programming

Budget Categories

Events of all sizes are encouraged to submit entries. You will be judged among your peers in the same event budget category so you are competing with festivals with similar budgets.

There are three event budget categories:

- \$149,999 and under
- \$150,000 and over

Please submit each entry in one of these event budget categories. Budgets should include the entire budget for the event that you are entering, including all in-kind services.

Deadlines & Pricing

- **Entry Deadline:** **October 2nd, 2026 at 11:59pm.**
- **Eligible Timeline:** Applications will only be accepted for events that occurred between **October 1, 2025 and September 30th, 2026.**

Rules & Policies

1. Only WFEA members are eligible to submit entries.
2. You may only submit **ONCE PER CATEGORY** for each event you produce; however, you may enter in as many categories as you would like.
3. Entries must have been produced and/or utilized between **October 1, 2025 and September 30, 2026**.
4. Please pay close attention to the submission requirements. If submission requirements are not met, your entry may not be judged.
5. All entries become the property of WFEA. WFEA assumes no liability for items lost, taken, or damaged.
6. All entries must be submitted by **October 2nd, 2026**.

Judging

Entries are judged by professionals in their fields of radio, television, photography, website development, promotions, graphics, advertising, public relations, marketing, social media, and special event production. The entries are judged through a point system based on the criteria listed for each category.

Please Note: The judges reserve the right to give multiple awards in a category if scores are tied. WFEA reserves the right to combine award categories.

Award Categories & Judging Criteria

Category	Judging Criteria	Submission Requirements
Printed Materials • Brochure / Postcard / Direct Mail Piece • Promotional Poster • Program / Event Guide • Tickets & Invitations • Event Recap / Annual Report • Newspaper Tabloid • Outdoor Advertisement (over-the-street signage, street pole banners, bus signs, billboards, etc.)	Is the item's message informative, clear, concise, compelling enough to engage the audience, easy to understand, possess exceptional design features, and is it original? Judging done online.	Submit a digital PDF or JPEG of the item or advertisement.
PR / Media Campaign • Press Kit • Overall Media Campaign • Press Conferences • Publicity Stunts	Is the content creative and well-organized with a clear message? Judging done online.	Submit a digital PDF.
Programming • Logistical Achievement • Sponsorship Proposal • Food & Beverage Program • Volunteer Program • Green Program • Educational Program • Multi-Agency Collaborative Program • Community Outreach • Best Programming • Sponsor Partnership Entry • Social Media Ad Campaign	Does the program serve a purpose or objective, involve and benefit all partners, produce measurable results, and is it an original idea? Judging done online.	Submit required documents online. Required Docs: • Introduction & Background • Effectiveness of Program • Partner Involvement • Supporting/Measurable Results
Photo (Black & White or Color)	Does the photo have original and exceptional composition, use of light and color, and evoke an emotion or leave an impression? Judging done online.	Submit a digital JPEG of the photo image.

Category	Judging Criteria	Submission Requirements
Promotional Item (Souvenirs, hats, mugs, pins, recognition items. Collared shirts belong here.)	Is the promotional item original, have visual impact, and serve a purpose for its target market? Judging done in person.	Submit a digital JPEG of the production.
T-Shirt (Promotional shirts for sale/not for sale, volunteer shirts.)	Does the tee-shirt display good use of design and originality? Judging done in person.	Submit a digital JPEG of front and back of t-shirt.
Broadcast Media (TV Program, Ad, PSA, YouTube Promo Video, Radio Program/PSA)	Is the message informative, clear, concise, compelling enough to engage the audience, original, and have impact? Judging done online.	Submit YouTube link to video or upload to online application.
Multimedia Marketing • Website / Mobile App • Social Media Pages (Facebook, Twitter, Instagram, etc.)	Is the website/page/app informative, clear, concise, compelling enough to engage the audience, easy to navigate, have visual impact, and display originality? Judging done online.	Web/App/Social: Submit direct link. Ad Campaign: Submit supporting documentation showing results.