

ACCLAIM
& AWARDS
AWAIT
YOU!

Submit
your best
and most creative
marketing materials
for consideration
to receive a 2014
Wave Review Award!

2014

WAVE
REVIEW



GENERAL INFORMATION

The Wave Review Awards honor excellence in marketing. Winners are recognized at the WWA Show, October 27-30th, at the Paris Las Vegas Conference Center in Las Vegas, Nevada, U.S.A. Visit WWASHOW.org to find show details.

JUDGING:

Entries will be judged by marketing and advertising professionals working outside the water leisure industry. Judges are asked to consider originality, creative, innovation and overall excellence of the piece. Entries are divided up by attendance classification so that parks of similar size and budget are competing against each other. **Please note: only one entry per park per category will be evaluated.**

ELIGIBILITY:

Entrants must be a current WWA park member at the time of the receipt of the entry. Third party representatives or agencies may submit entries on behalf of a current WWA park member. **There is no entry fee.**

DEADLINE:

All entry materials must be received by August 5, 2014.



HOW TO ENTER

- Entries must be submitted in digital format. Photographs of promotional items are acceptable. **Hard copies will no longer be accepted.**
- PDFs, JPEGs, MP3s (for radio commercials) and MP4s (for TV commercials) or other digital file formats are acceptable and may be submitted on CD, flash drive or delivered via the following Hightail dropbox: www.hightail.com/u/WWApublications
- Each digital file should be clearly named with park name, category name and attendance classification. I.e. Big Fun Waterpark Billboard Up to 100,000.
- All entries should be combined onto one disk or flash drive, if possible. Only one entry form is necessary to submit even if entering multiple categories.
- For promotion entries, please provide a description of the promotion, special offer or in-park event. Please share any applicable information on the intent of the promotion, how it was measured and what were its outcomes. Please include digital files of promotional pieces along with the write-up.
- For web site entries, please print your park's full web site address in the line provided in the Category section to the right.
- For social media campaign entries, please provide screen shots of specific posts or a series of posts that you wish to highlight; or provide screen shots of a promotion or contest run on Facebook or other social media platforms. Please also provide a write up on the intent of the campaign and what were its outcomes.
- For YouTube video campaign entries, please submit a URL link to the YouTube video under consideration, along with a write-up about the intent for the video and how it succeeded as a campaign.

For questions on any part of the entry process, call Aleatha Ezra at +1-913-599-0300 x11 or email aezra@waterparks.org.



2014

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ENTRY FORM

Please complete the following form and submit your entry to:

WWA Wave Review Awards • 8826 Santa Fe Dr., Suite 310 • Overland Park, KS 66212 USA

Park name: _____

Contact name at the park: _____

Park address: _____

City: _____ State: _____

ZIP code: _____ Country: _____

Phone: _____

E-mail address (required): _____

Please check the box if you are a third party representative.

If you checked the box, please provide your name and phone number should any questions arise during processing:

Name: _____

Phone number: _____

ATTENDANCE CLASSIFICATION:

Please check the appropriate attendance category

Up to 100,000 annual attendance 100,000 to 250,000 annual attendance 250,000 or more annual attendance

CATEGORIES:

Please check any category being entered

- | | | |
|---|--|--|
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Promotion <i>(please send a description of your promotion)</i> | <input type="checkbox"/> Radio commercial |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Poster | <input type="checkbox"/> Social media campaign
<i>(please send a description of your social media campaign)</i> |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> YouTube video campaign <i>(please send URL & description)</i> | <input type="checkbox"/> TV commercial <i>(over 25 seconds in length)</i> |
| <input type="checkbox"/> Email campaign | <input type="checkbox"/> Print media <i>(Newspaper/magazine advertisements)</i> | <input type="checkbox"/> Web site <i>(provide address on line below)</i> |

ENTRY DEADLINE IS AUGUST 5!

