



AND THE  
**WAVE REVIEW**  
AWARD  
GOES TO....

Enter your most compelling and creative  
marketing materials to be recognized  
with a 2015 Wave Review Award!



**WAVE  
REVIEW!**

2015

The Wave Review Awards honor excellence in marketing. Winners are recognized at the WWA Show, October 20-23, at the Palm Springs Convention Center, Palm Springs, Calif., U.S.A. Visit [WWASHOW.org](http://WWASHOW.org) to find show details.

Entries will be judged by marketing and advertising professionals working outside the water leisure industry. Judges are asked to consider originality, creativity, 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.**

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.**

**All entry materials must be received by August 4, 2015.**



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



# ENTRY FORM

## WAVE REVIEW

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      ☐ More than 250,000 annual attendance

## CATEGORIES:

*Please check any category being entered*

<input type="checkbox"/> Billboard	<input type="checkbox"/> Promotion <i>(please see How to Enter section)</i>	<input type="checkbox"/> Radio commercial
<input type="checkbox"/> Brochure	<input type="checkbox"/> Poster	<input type="checkbox"/> Social media campaign <i>(please see How to Enter section)</i>
<input type="checkbox"/> Direct mail	<input type="checkbox"/> YouTube video campaign <i>(please send URL &amp; 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 4!**





World Waterpark Association  
8826 Santa Fe Dr., Suite 310  
Overland Park, KS 66212

[waterparks.org](http://waterparks.org)  
[wwashow.org](http://wwashow.org)

# WAVE REVIEW

2015

Prepare to blow the minds of our judges by entering your  
best marketing work in the 2015 Wave Review Awards.  
Twelve categories to choose from at no cost to WWA members  
submissions are due August 4, 2015  
Details Are Inside!