



*You already had the  
great idea, now get the*  
**RECOGNITION  
YOU DESERVE.**

Submit your favorite marketing pieces in the 2017 Wave Review Awards. This annual marketing contest aims to shine a light on extraordinary marketing and communication efforts in 12 categories.





The Wave Review Awards honor excellence in marketing. Winners are recognized at the WWA Show, October 16-19, 2017 at the Palm Beach County Convention Center, West Palm Beach, Florida, U.S.A.

### JUDGING:

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

### DEADLINE:

All entry materials must be received by **AUGUST 4, 2017.**

### 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.**

## HOW TO ENTER

- Entries must be submitted in digital format. Photographs of promotional items are acceptable. **Hard copies are not accepted.**
- PDFs, JPEGs, MP3s (for radio commercials) and MP4s (for TV commercials) or other digital file formats are acceptable and may be submitted on flash drive or delivered via WWA's Hightail dropbox: [www.hightail.com/u/WWApublications](http://www.hightail.com/u/WWApublications) or another file sharing service.
- 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 a single 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 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](mailto:aezra@waterparks.org).

# ENTRY FORM

Park name: \_\_\_\_\_

Contact name at the park: \_\_\_\_\_

Park address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal 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

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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

☐

Billboard

☐

Brochure

☐

Direct mail

☐

Email campaign

☐

Promotion (please see How to Enter section)

☐

Poster

☐

YouTube video campaign (please see How to Enter section)

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Print media (Newspaper/magazine advertisements)

☐

Radio commercial

☐

Social media campaign (please see How to Enter section)

☐

TV commercial (over 25 seconds in length)

☐

Web site (provide address on line below)



**ENTRY  
DEADLINE IS  
AUGUST 4<sup>TH</sup>!**

Submit by mail to:  
WWA Wave Review Awards  
8826 Santa Fe Dr., Suite 310  
Overland Park, KS 66212 | USA