

EVERYONE KNOWS THAT GREAT MARKETING IDEAS DON'T JUST GROW ON TREES!



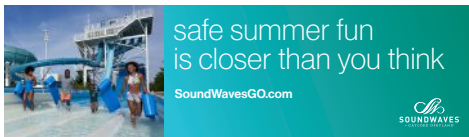
You've worked hard to nurture and develop the best new marketing campaigns. Now's the time to have your efforts honored with a

2021 WAVE REVIEW AWARD.

This
**ANNUAL
MARKETING
CONTEST**

offers 12 categories to showcase all of the creative, inspiring marketing work that you're doing throughout the year.





THE WAVE REVIEW AWARDS honor excellence in marketing with winners recognized at the WWA Show, October 19-22, 2021 at the Henry B. Gonzalez Convention Center, San Antonio, Texas, 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.**

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 11, 2021.**

HOW TO ENTER

- **Eligible marketing work encompasses pieces and campaigns designed and implemented from November 2020 through August 2021.** You may submit work that will continue through the end of 2021 as long as it first appeared somewhere before the August 11th deadline.
- **Entries must be submitted in digital format.** JPEGs 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 by mail or delivered via Dropbox using this link: <https://www.dropbox.com/request/G5qL1KZ2ZFGYAkVUXZRQ>. Or you may use another file sharing service such as WeTransfer or Hightail. If submitting via flash drive, please combine all entries onto one drive, if possible.
- **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.
- **Only one entry form is necessary to submit even if entering multiple categories.** Entry forms may be submitted digitally and do not need to be mailed.
- **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 website entries,** please print your park's full website address in the line provided in the Category section to the right.
- **For social media campaign entries,** please provide screenshots of specific posts or a series of posts that you wish to highlight; or provide screenshots 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 x203** or email **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

- 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)
- Print media (Newspaper/magazine advertisements)
- Radio commercial
- Social media campaign (please see How to Enter section)
- TV commercial (over 25 seconds in length)
- Website (provide address on line below)



If mailing your entry,
please send flash drive to:
WWA Wave Review Awards
8826 Santa Fe Dr., Suite 310
Overland Park, KS 66212 | U.S.A.

ENTRY DEADLINE IS AUGUST 11TH!