

# YOUR WORK DESERVES THE SPOTLIGHT.



## WAVE REVIEW 2025

DEADLINE:

AUG 22  
2025

2025 WAVE REVIEW AWARDS

### CALL FOR ENTRIES

**The 2025 WAVE REVIEW AWARDS are now open!**

We're honoring excellence in creative marketing across 11 categories—from social campaigns to signage, print to video. This is your moment to share what sets your brand apart.

**No Fees. Just Recognition.**

Enter now and show us what makes your work wave-worthy.

HOW TO  
ENTER:





## DEADLINE

All entry materials must be received by **AUGUST 22, 2025.**

# The WAVE REVIEW AWARDS

honor excellence in marketing with winners recognized at the WWA Show, October 20-23, 2025 at the Walt Disney World® Resort in Orlando, FL, 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.**

## HOW TO ENTER

- **Eligible marketing work encompasses pieces and campaigns designed and implemented from November 2024 through August 2025.** You may submit work that will continue through the end of 2025 as long as it first appeared somewhere before the August 22nd 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 via Dropbox using this link: <https://www.dropbox.com/request/1AB8tu56LtUr1M3h10PW>. Or you may use another file sharing service such as WeTransfer or Hightail.
- **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 and it should be submitted digitally with your marketing collateral.**
- **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 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 on the entry form.
- **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 its outcomes.
- **Eligible marketing work** should only be submitted in one attendance category. If similar creative submissions are made in multiple attendance categories by the same organization, only the highest attendance category submitted will be judged.
- **Please note** that your submitted materials may be displayed or shared: at the 2025 WWA Show, on WWA websites and in WWA publications. By entering your materials in this contest, you are agreeing to have this work displayed and shared by the WWA.



## QUESTIONS?

Call Cathy Haggarty at  
+1-913-599-0300 x202 or email  
[cathy@waterparks.org](mailto:cathy@waterparks.org).

**NO  
ENTRY  
FEE!**

# 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/OOH
- ☐ Brochure/Park collateral
- ☐ Direct mail
- ☐ Email campaign
- ☐ Promotion (please see How to Enter section)
- ☐ Poster
- ☐ Print media (Newspaper/magazine advertisements)
- ☐ Radio commercial
- ☐ Social media campaign (please see How to Enter section)
- ☐ TV/CTV commercial (over 25 seconds in length)
- ☐ Website (provide address on line below)

**DEADLINE**  
**AUGUST 22,**  
**2025**



**Upload Your Submissions**  
**Via Dropbox:**

