

YOUR WORK DESERVES THE SPOTLIGHT.



WAVE REVIEW 2026

DEADLINE:

AUG 28
2026

2026 WAVE REVIEW AWARDS

CALL FOR ENTRIES

The 2026 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 28, 2026.**

The **WAVE REVIEW AWARDS** honor excellence in marketing with winners recognized at the WWA Show, October 6-9, 2026 at the Paris Las Vegas Resort in Las Vegas, NV, U.S.A.

JUDGING:

Entries will be judged by marketing and advertising professionals working outside the water leisure industry using a standardized scoring framework designed to ensure fairness, consistency and clarity across all categories. Judging criteria of Creativity, Effectiveness & Execution, Strategy and Originality will each account for 25% of the final scoring. Additionally, Judges are asked to consider strength and clarity of idea, emotional impact and engagement, ability to stand out within its category as well as overall 'wow factor' and memorability. Entries are divided 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 2025 through August 2026.** You may submit work that will continue through the end of 2026 as long as it first appeared somewhere before the August 28th 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 the QR code on the Entry Form (<https://www.dropbox.com/request/zbdopvljbin6uywh8ull>). 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,** you must provide a description of the promotion, special offer or in-park event with information on the intent of the promotion, strategy behind 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. You must also provide a write-up on the intent of the campaign, strategy behind the campaign, how it was measured and its outcomes. Please indicate if this campaign utilized paid amplification or paid influencers and its budget if used.
- **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 2026 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.

**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 - static or digital video (please see How to Enter section)
- ☐ TV/CTV commercial
- ☐ Website (provide address on line below)

DEADLINE
AUGUST 28,
2026



Upload Your Submissions
Via Dropbox:

