**Nomination**

The Florida Recreation and Park Association’s Public Relations Award is presented annually to the agency significantly impacting the public’s awareness and recognition of public parks, recreation and leisure services programs through marketing and public relations. Submissions may include printed material; electronic material; or a campaign/initiative that promotes a new program, facility, master plan, bond referendum, community assessment, or other effort to advance parks and recreation.

|  |  |
| --- | --- |
| **Agency Implementing Public Relations Initiative** |  |
| **Name of the Public Relations Piece/Effort/Initiative** |  |
| **Submitting in the following category:(highlight ONE)** | Printed Material – submitted physically Campaign/Initiative – submitted physically or electronicallyElectronic Material – submitted electronically |
| **Agency Contact**  |  |
| **Agency Address** |  |
| **City/State/Zip** |  |
| **Nominator’s Name** |  |
| **Nominator’s Address** |  |
| **City/State/Zip** |  |
| **Nominator’s Phone** |  |
| **Nominator’s Email** |  |

**Continued on Next Page**

This award will be judged with a maximum of 100 points available. A minimum score of 80 is required to be considered an award finalist. In order to maximize the number of points earned it is imperative that the nominator thoroughly completes all elements of the application. In each requested narrative, nominee should demonstrate how your submission achieved the stated desired outcomes in each area. Be as specific as possible within the allotted submission pages**.**

|  |
| --- |
| NARRATIVE 1 (30 available points)***Benefit to the Agency*** **Max 3 pages | 1.5 spaced | 12pt font**  |

* General description of the piece/effort/initiative.
* Description of how the piece/effort/initiative addressed an agency need.
* Enhance awareness of your agency within your community or surrounding areas.
* Position your agency as a quality of life provider in your community.
* Link your agency to health, economic impact, environmental sustainability and community building efforts within your community.

|  |
| --- |
| NARRATIVE 2 (30 available points)***Benefit to the Public*****Max 3 pages | 1.5 spaced | 12pt font**  |

* Heighten public consciousness, awareness and support for parks and recreation.
* Address a community need.
* Lead to increased advocacy for parks and recreation by your community.
* Engage a new user group or enhance the experience of established users.
* Particulars about this project that have an impact to diverse members of your community?
	+ Narrate the demographics of your whole community.
	+ Describe special or extraordinary outreach and marketing done to include diverse populations.
	+ Explain any measuring systems in place to determine the reach to underrepresented populations.

|  |
| --- |
| NARRATIVE 3 (30 available points)***Benefit to the Field*****Max 3 pages | 1.5 spaced | 12pt font**  |

* Advance the awareness of the benefits of parks, recreation and conservation movement beyond your community.
* Create a heightened awareness of the linkage of parks and recreation to Florida’s health, economy, environmental sustainability, and sense of community and place.

*Continued on next page*

|  |
| --- |
| NARRATIVE 4 (10 available points)***Reports and Circulation*****Max 1 page | 1.5 spaced | 12pt font**  |

* General description of the target market for the piece/effort/initiative (age group, cultural segment, businesses, tourist markets, etc.)
* Total community population.
* Estimated circulation or exposure of your piece/effort/initiative.
* Attach an analytical report (# of hits/likes, etc.)

Your application and submission will be reviewed by a panel. The panel will score your application and submission based not only on the completeness of your application, but also for how creative and thorough you are in your submission and narrative descriptions. This application is not just a checklist, it is an opportunity for you to demonstrate why your nomination should serve as a model for other Parks and Recreation agencies.

**ELECTRONIC SUBMISSION FORMAT:** Electronic Category submissions (and maybe your Campaign/Initiative submission) can be submitted via email. Please follow the steps below to make your submission:

1. Complete the nomination form (page one) by typing directly onto this document. This must be included in your final submission. All applications MUST BE TYPED.
2. Include a snapshot page that outlines or bullets the main ideas and concepts you’d like to communicate to the judges. This should also include the basic answers to any required information.
3. Type your response to the Narrative sections.
4. Your submission should be in this order
	1. Nomination Form
	2. Narratives
	3. Supplementary Material (including the piece/link to piece being nominated – no more than four pages)
5. If you need direction about creating a pdf from multiple documents, [click here](https://connect.frpa.org/HigherLogic/System/DownloadDocumentFile.ashx?DocumentFileKey=a90c9f1e-e614-677a-0e91-8adfc211813a&forceDialog=0).

**PHYSICAL SUBMISSION FORMAT:** Physical submissions (Print and Campaign/Initiative Category) must be in a three-ring binder or folder with plastic cover and five tab dividers.

* Nomination Form - page one of this nomination form – this will serve as your cover page inserted in the front of the binder. All applications MUST BE TYPED.
* Include a snapshot page that outlines or bullets the main ideas and concepts you’d like to communicate to the judges. This should also include the basic answers to any required information.
* Narrative 1 – Tab 1
* Narrative 2 – Tab 2
* Narrative 3 – Tab 3
* Narrative 4 – Tab 4
* Include Appendix Material (should include material submitting for) – Tab 5

**Requirements for Physical Entries:**

* Enclose seven copies of all materials. Nominations WILL NOT be accepted without all 7 copies. Whatever you want in a judge’s hand is what you should submit for each of the seven judges.
* This material will not be returned after the Awards Ceremony.
* Please do not send promotional materials – you may photograph those items and send a printed page of the photo in the Appendix Material section of your submission.

|  |  |
| --- | --- |
| **Physical Submission:Received at FRPA no later than April 30, 2024 to: Florida Recreation and Park Association Awards 2528 Barrington Cir, Ste 1Tallahassee, FL 32308** | **Electronic Submission: Complete the Nomination Form in its entirety and send as ONE pdf file to** **eleanor@frpa.org****. To be eligible, nominations must be received via email no later than April 30, 2024. You will receive a confirmation email that the nomination has been received.** |