



SOUTH WEST TRANSIT ASSOCIATION

2008 Spotlight Award Information

Oklahoma City, Oklahoma

Please read all of the information completely before submitting your entries.

- 'The Spotlight Awards' honor outstanding work for a total transit marketing campaign. Membership in SWTA is not required.
- 'Hit the Spot Awards' honor outstanding work for single and/or new transit marketing projects. Membership in SWTA is not required.

Competition Period:

Entry material must have been published, broadcast, or otherwise disseminated July 1, 2007, through June 30, 2008.

Deadline:

All entries must be received no later than 5 p.m. (Central Time) Friday, August 15, 2008.

Submission Guidelines:

- Each transit system may submit up to five entries.
- Two (2) copies of the entry from for each entry are required. Tape one copy to the back of each entry. Include the second copy as an unattached sheet.
- There is a \$25 fee per entry. See entry form for more details.

Send all entries to:

Steve Lalli
Carovilli Communications
1141 North Robinson Avenue
Suite 101B
Oklahoma City, OK 73103

Direct all questions to:

SWTA at 512-291-8870 or kjoyner@swta.org

Spotlight Award

Recognize a total marketing campaign that shows a unifying strategy, purpose or theme.

Hit the Spot Awards

Print media: Single, collateral entries including, but not limited to reout map; brochure; display advertising; newsletter, pass program, giveaways.

Electronic media: including, but not limited to a radio or TV commercial; PSA (public service announcement); public affairs program; educational video.

New Media: Any online, mobile, wireless and alternative medium which allow for direct, individual contact involving a two-way conversation allowing for immediate response to the customer or target market. Including but not limited to text messaging, blogs, wikis, tags, social networking, podcasting. (Definition source: Carovilli Communications)

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Mounting of Entries

PRINT: All print entries must be mounted on black mattboard, 20 inches wide by 30 inches high. Larger entries may be hinged. Each item of the campaign must be accompanied by a completed entry form attached to the back of the mattboard or to the item, and one unattached copy of the same form.

ELECTRONIC & NEW MEDIA: All entries in these categories must be submitted in DVD or CD format. No VHS accepted. Screen shots, story boards, URL addresses, supporting files or documents can accompany any submissions in this category to enhance the judge's understanding of the project's goals. Each item of the project must be accompanied by a completed entry form attached to items submitted, and one unattached copy of the same form.

Judging and Awards:

Judging of entries will be conducted by an independent panel of communications professionals. One 'Spotlight Award' will be presented for the best total marketing campaign as well as two honorable mention awards. Winners will be announced at the SWTA Marketing Seminar Spotlight Awards ceremony during a luncheon on Monday, September 8, 2008 in New Orleans. All entries will be displayed during the 2008 SWTA Marketing Seminar.

Criteria:

- "Bang for the Buck" quotient:: Impact or success relative to cost (25%)
- Appeal: Overall presentation (25%).
- Execution: Appropriateness of media components to target markets (10%).
- Message: Style and content (10%).
- Quality: Production of all components (10%).
- Effectiveness: How well the campaign or medium met its goal/objective (20%).

Miscellaneous:

Entries must be picked up at the Cox Convention Center SWTA meeting rooms by noon, Tuesday, September 9. SWTA is not responsible for any entries not picked up.

SWTA will make every effort to protect entries, but assumes no responsibility for loss or damage. Entrants are encouraged to make copies of entry materials.

SWTA reserves the right to reproduce print, slide, video, and audio entries, for use in a press release about the awards, for use in SWTA News, or to otherwise promote SWTA events. Credit will be given to transit agencies and advertising agencies if reproductions are used.

Questions & Comments

Please direct all questions and comments to Kristen Joyner, SWTA executive director:

Telephone: 512-237-9733
E-mail: kjoyner@swta.org



SOUTH WEST TRANSIT ASSOCIATION

2007 Spotlight Award Information

Oklahoma City, Oklahoma

Submit two copies of each entry form. Tape one copy to the back of each entry. Include the second copy as an unattached sheet. Entry deadline is 5:00 pm (central time), Friday, August 15, 2008.

Circle the appropriate category for this entry

- | | | | |
|------------------------|-------------------|-----------------------------|-----------------|
| 1. Spotlight | 2. Hit the Spot | 3. Hit the Spot | 4. Hit the Spot |
| Total Transit Campaign | Single Collateral | Individual Electronic Media | New Media |

Title of Submission:	
Type of Media:	
Name of Organization to appear on award:	
Mailing Address:	
Work Telephone:	
Dates campaign ran or submission was first used:	
Target Market (age, gender, income, education level, specialized market)	
Number of items in this submission	
Person authorizing SWTA to reproduce entries as described in contest rules	Signature _____

Please type on additional pages brief descriptions of the following items regarding your entry:

- Objectives of Marketing Campaign
- Methodology
- Results
- Budget (required)

A \$25 entry fee in the form of a check payable to South West Transit Association, or by credit card must be sent separately to SWTA for each entry. A single payment may be sent for all entries if accompanied by a list of each entry title. See page following for payment details.

**Cumulative Entry
SEND THIS FORM TO SWTA**

Please list all entries on this form and provide payment. Do not attach this sheet to any of the entries.
Mail or fax separately with payment to the address below.

Name of Organization _____

Person Responsible for Submission _____

Telephone _____

E-mail address _____

	Category Name	Title of Entry	Entry fee
1.			\$25.00
2.			\$25.00
3.			\$25.00
4.			\$25.00
5.			\$25.00
		Total	

Maximum of 5 entries per Transit Organization or Ad Agency

Credit card number _____

Expiration _____ Billing Zip Code _____

Card Holder Name _____

Signature of person authorized to sign card

Check Enclosed (check number _____)

Credit Card Payment

Amount to charge \$ _____ MC VISA DISCOVER AMEX

Submit this completed form separately
with payment to:

SWTA - Spotlight Awards
PO Box 153157
Austin, TX 78715
FAX: 512.292.8879



SOUTH WEST TRANSIT
A S S O C I A T I O N

Spotlight Award Past Winners

1989 Lane Transit ♦ Eugene, OR

1990 Fort Worth Transportation Authority ♦ Fort Worth, TX

1991 Santa Clara County Transportation Authority ♦ San Jose, CA

1992 Metropolitan Tulsa Transit Authority ♦ Tulsa, OK

1993 Fort Worth Transportation Authority ♦ Fort Worth, TX

1994 Metro Transit ♦ Seattle, WA

1995 Dallas Area Rapid Transit ♦ Dallas, TX

1996 Dallas Area Rapid Transit ♦ Dallas, TX

1997 LexTran ♦ Lexington, KY

1998 Community Transit of Snohomish County ♦ Everett, WA

1999 LexTran ♦ Lexington, KY

2000 LexTran ♦ Lexington, KY

2001 City of Albuquerque Transit Department ♦ Albuquerque, NM

2002 LexTran ♦ Lexington, KY

2003 City of Tempe Transit Department ♦ Tempe, AZ

2004 METRO Transit ♦ Oklahoma City, OK

2005 Pinellas Suncoast Transit Authority ♦ Clearwater, FL

2006 Capital Metro ♦ Austin, TX

2007 SunTran ♦ Tucson, AZ