



June 29, 2021

Edmond

Hilton Garden Inn Edmond Conference Center

Brought To You By Edmond Electric
Recognizing Oklahoma Tourism Attractions,
Destination Marketing Organizations and Journalists
for their outstanding efforts to serve and promote
Oklahoma's tourism industry.

General Rules & Deadlines

Eligibility

The RedBud Awards are open to all Oklahoma tourism entities. Advertising and Marketing agencies are eligible to submit entries but must submit on behalf of their client, and not as an entry for the agency. Entries should represent tourism and/or travel opportunities in Oklahoma. Since the RedBud Awards were canceled last year due to the pandemic, we are extending the timeline during which entries must have been produced, published, broadcast, or held between January 1, 2019, and December 31, 2020 (over the last two years instead of just during the prior year). Entries must be submitted online by 5 p.m. on March 31, 2021. Unlike previous years, no extension will be made to this deadline due to judging schedules.

Entry Fees

Entry fees are \$25 per category entered. This year we are offering a BOGO opportunity, allowing you to submit two entries for the price of one. For every category that you enter, you are entitled to enter another category at no charge.

Checks should be made payable to OKLAHOMA TRAVEL INDUSTRY ASSOCIATION. Any entry submitted without payment or purchase order will be disqualified. Entry fees are \$25 per category entered. Any payments made by credit card will be processed by The Oklahoma Restaurant Association.

Recognition of Winners

Winners will be announced during a special awards ceremony June 29, 2021 at the Hilton Garden Inn located in Edmond, Oklahoma. Registration for this presentation will be posted online at www.OTIA.info later this spring. Winning entries will be recognized in the Oklahoma Travel Industry Association's monthly newsletter and website, and in a statewide press release.

Judging & Selection Criteria

Marketing and event professionals will judge the RedBud Award entries. Awards for each category may include a RedBud Award and/or a Merit Award. However, if sufficient points are not accumulated by any entrant in a category, no awards may be given in that category. In the event of a tie, all winners with equal score totals will receive an award.

All Tourism Award categories (Outstanding Event, New Event, Attraction, New Attraction, Agritourism Attraction, and Temporary Exhibit) will also be judged on customer service, attendance as compared to previous years, marketing (include plan and budget), media relations (include press releases, clippings, video clips, etc.), industry/ community relations, accessibility, the variety of audiences reached the value for the cost of admission, and effective use of funds.

Apply at www.otia.info

Redbud Award Categories

Entries must have been produced, published, broadcast or held between 1/1/19 and 12/31/20

a. Outstanding Agritourism Attraction

Agritourism attractions that have made marked improvements in facility, have a strong entertainment and/or educational value, marketing and public relations as well as contribute to the overall tourism industry. Lodging facilities with agritourism activities on site will be considered for this award.

b. Best Social Media Campaign

Any use of social media and web applications for marketing or promotional purposes, including social media such as Facebook, Twitter, etc. Entries are to be judged based on quality and effectiveness of the message, best use of available resources, creativity, and overall outcome of social media campaign.

c. Tourism Organization of the Year

Entries will be evaluated on the overall performance of the destination marketing organization (i.e. Chamber, CVB, multi-county organization, tribal organization). Entries should show accomplishments through effective tourism marketing (advertising, promotions, public relations, etc.) with the best strategic use of the available budget. Nominations should show creativity in the design, development, and implementation of any projects cited. While nominations can include the history and growth of an organization, the emphasis must be on projects or programs developed or implemented during the calendar year. Awards will be given for each of the following categories:

- Small Budget Organization (Less than \$500,000 annual operating budget.)
- Large Budget Organization (\$500,000+ annual operating budget)

d. Best Brochure or Publication

Publications will be judged on the use of graphics, creativity, copywriting, photography, layout, design, overall appearance, and quality and effectiveness of the message. Include budget allocated for each brochure/publication and distribution techniques of publications. Books are not eligible for entry:

- \$10,000 budget or less
- \$11,000 budget or more

e. Best Overall Marketing Campaign

Any combination of the following: print/broadcast advertising, marketing plans, fulfillment efforts, press releases, media relations, and other promotional efforts. Creativity, campaign strategy and cohesiveness, effectiveness based on goals and results, media coverage, and use of budget will be evaluated. Please include the marketing plan, budget, press clippings, links to videos.

Awards will be given for each of the following categories:

- Small Budget Organization (Less than \$500,000 annual operating budget.)
- Large Budget Organization (\$500,000+ annual operating budget)

f. Best Website

Websites that are user-friendly and effective, demonstrate creativity, provide visual appeal, are appropriate for target audiences, and achieve goals. Please include the web address and sections to visit.

- Small Budget Organization (Less than \$500,000 annual operating budget.)
- Large Budget Organization (\$500,000+ annual operating budget)

g. Best Partnership

Best use of a partnership or collaboration to significantly promote an area, attraction, or event. Creativity in soliciting partnerships and effective use of sponsorship dollars will be evaluated. Include an analysis of how the partnership was solicited, how money was used, and what was accomplished through cooperative efforts that may not have been attainable for a single organization working alone.

h. Outstanding Attraction

Attractions that have made marked improvements in the facility, have a strong entertainment and/or educational value, marketing, and public relations as well as contribute to the overall tourism industry. Lodging facilities are not eligible for entry.

i. Outstanding New Attraction

Includes attractions that have been in existence for three years or less. Entertainment and/or educational value, marketing and public relations, and overall contribution to tourism industry are evaluated.

j. Outstanding Temporary Exhibit

Any exhibit displayed on a temporary basis (one year or less). The exhibit demonstrates creativity/uniqueness, effective marketing and/or public relations, and any enhancements made to the exhibit since the initial display.

k. Outstanding Event

Any festival, fair, or celebration that presents a creative and unique activity, utilizes effective marketing and public relations strategy, and demonstrates any improvements or enhancements from previous years. Conferences are not eligible.

l. Outstanding New Event

Any festival, fair, or celebration (in existence three years or less) that presents a creative and unique activity, utilizes effective marketing and public relations strategy, and demonstrates any improvements and enhancements from previous years. Conferences are not eligible for entry.

m. Outstanding Media Coverage

Any recently published feature story on travel and tourism opportunities in Oklahoma. Include a copy of a published article or video links. Oklahoma travel articles appearing in publications/outlets outside the state are eligible.ttt

n. NEW! Best COVID Collaboration

Recognition of Tourism Organizations Who Successfully Navigated the Pandemic. Entries will be evaluated on a broad basis of how the organization worked to support tourism in their area during the pandemic.

o. NEW! Best Virtual Event

Recognition of Tourism Organizations Who Successfully Navigated the Pandemic. Entries will need to illustrate how they pivoted from "live events" to virtual and what made their virtual event successful.

p. NEW! Best Pandemic Related Tourism Campaign

Recognition of Tourism Organizations Who Successfully Navigated the Pandemic. Whether short-term or long-term, entries will need to demonstrate how their "usual" campaign pivoted to meet the needs of their audience during 2020.