

Central Michigan PRSA PACE Awards

2017 Call for Entries

Early Bird Deadline: Friday, February 3, 2017 - *save \$25/entry*

Final Deadline: Friday, February 10, 2017

More info: cmprsapaceawards.com

The PACE Awards are mid-Michigan's highest honor of public relations activities and are awarded annually to practitioners who—in the judgment of their national peers—have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

Eligibility

The 2017 PACE Awards is open to all public relations and related industry professionals in the Greater Lansing area. To be eligible, at least some part of the project must have occurred between January 1 and December 31, 2016.

For the first time in 2017, all entries and support materials must be submitted online via Dropbox. No hardcopy entries will be accepted.

Entry Fees

- **Early Bird Savings:**
 - Campaigns: \$60 for Members, \$75 for Non-members.
 - Tactics: \$40 for Members, \$55 for Non-members

Early bird entries must be uploaded to Dropbox by 5 p.m. on Friday, February 3, 2017.

- **Final Deadline:**
 - Campaigns: \$85 for Members, \$100 for Non-members.
 - Tactics: \$65 for Members, \$80 for Non-members

Entries must be uploaded to Dropbox by 5 p.m. on Friday, February 10, 2017.

No late entries will be accepted.

Finalist Notification:

Finalists in each category will be notified shortly after the judging of the PACE Awards entries. From these finalists, Pinnacle Award and Excellence Award recipients will be recognized at the 2017 PACE Awards gala on April 13, 2017.

Questions?

Greg Rokisky, 2017 PACE Awards Chair
GregRokisky@gmail.com

Entry Guidelines

Choose the most appropriate category. It is possible that an entry could be appropriate for more than one category. In deciding which category is most appropriate, entrants should examine program objectives and target audiences.

No program can be entered in more than one PACE Awards category. Judges will not move entries to other categories and can disqualify entries if they are entered in *obviously* incorrect categories.

To download the CMPRSA PACE Awards judging criteria sheet, go to: bit.ly/pace-judging.

To Submit Via Dropbox:

- Go to cmprsapaceawards.com and pay for your submissions.
- Once paid, please email cmprsapaceawards@gmail.com and ask us to share a PACE Awards Dropbox folder with you. Once we confirm your payment, and within 24 hours, we will send you an invitation to a shared Dropbox folder where you can upload your entries.
 - Please email us from the email address you will be using to submit your award.
 - Please take note that it will take up to 24 hours to receive access to Dropbox. Please ensure you allot enough time to pay/upload your files before the deadlines.
 - Within your designated shared folder, **create a new folder for each entry**. Please label each folder with the name of the company/organization and the entry category (for example: “My Client Company, Electronic Newsletters” or “My Company, Shoestring Budget”).
 - Remember, a separate Entry Form must be included with every entry.

Entry Checklist

Each entry folder in Dropbox should contain the following (placed in their own separately labeled folders *within* their entry Dropbox folder:

- Completed Entry Form (which will be received directly after payment of entries)
- Two-page summary
- Any supporting materials
- 50-word (Tactics) or 100-word (Campaigns) synopsis
- Company, client and/or project logo and two project photos
- Payment via cmprsapaceawards.com (we'll confirm payment once we receive your Dropbox request)

No late entries will be accepted. Entry fees are non-refundable.

SAVE THE DATE!

Please plan on attending the 2017 PACE Awards event on Thursday, April 13 at Old Town Marquee in Old Town Lansing, MI. Event registration is now open: bit.ly/2017-pace-awards.