

2010 POLLIE AWARDS CONTEST RULES & REGULATIONS

The AAPC Pollie Awards Contest is open to both Members and Non-members of the AAPC.

The 2010 Pollie Awards Contest will be awarded in four divisions:

1. **Candidate** – Work created for a Candidate Campaign.
2. **Ballot/Initiative** – Work created for a Ballot/Initiative Campaign
3. **Public Affairs** – Work Created for a Public Affairs Campaign
4. **Overall** – Work created for a Candidate, Ballot/Initiative or a Public Affairs Campaign.

To be eligible for the 2010 competition, entries must have been produced, aired or screened between **January 1, 2009 and December 31, 2009**. Work previously submitted for Pollie Awards is not eligible, with the exception of the "*Shoulda, Coulda, Woulda*" categories.

Entrants must be directly responsible for the design, creation or production of their submissions. With the exception of Student Awards, all submissions must be created by professionals on behalf of their clients. Non-professional submissions will not be accepted.

The AAPC reserves the right to move entries to more appropriate categories. Gold, Silver, Bronze and Honorable Mention Pollie Awards recognition may or may not be awarded in each category at the sole discretion of the judges.

Pollie Awards entry fees are not refundable and material submitted is not returnable. Failure to comply with entry requirements will result in a disqualification of your entry.

By entering this contest you authorize the AAPC to use your submission in its promotional materials and to reproduce those materials or image as maybe required.

DEADLINE FOR ENTRIES

The final deadline is **Wednesday, February 3, 2010 at 5pm EST**.

DISPOSITION OF ENTRY

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published or reproduced for educational or promotional purposes as the American Association of Political Associations deems appropriate. By entering, the entrant agrees to hold the American Association of Political Consultants and any of its affiliated Chapters exempt from any costs or expenses of any claim arising out of any such use.

ENTRY FEES

Platinum Members – One free entry, then \$125 per entry

Gold Members – One free entry, then \$140 per entry

Individual Members – One free entry, then \$150 per entry

Associate/Academic/Introductory Members – \$150 per entry

Student Members – \$25 per entry

Non-members – \$185 per entry

A separate fee is applicable for each entry. Preferred payment is by VISA, MasterCard or AMEX, or by check made payable to the American Association of Political Consultants (AAPC). No refunds will be made after submission of the entry. Entries that have not been paid by the deadline date will be disqualified.

CATEGORIES

You may submit the same entry in more than one category to increase your chances of winning. However, each entry will be charged a separate entry fee. If your entries are for direct mail, 10 hard copies of your piece are also

required. If you are unsure of which category to enter, you can call Melissa Cressey, Pollie Conference Coordinator, at the AAPC Office (202-544-9815) and she'll be able to assist you in your entry process.

STUDENT AWARDS

Students may submit actual campaign work including campaigns for student government, as well as academic work done in conjunction with an applied politics course or at a campaign school. Work submitted must have been completed between **March 2009 and February 2010**. This is a great opportunity for tomorrow's campaign professionals to present their best work for national recognition, and launch their career.

Group work is limited to groups no greater than 4 and one award will be given with the option for others in the group to purchase additional Pollie Awards. If group work is submitted a project manager from the group must be designated. The project manager should also be the contact name on the entry.

There will be **one winner per category** and the categories can be viewed on the AAPC Pollie Contest Website. The Student Pollie Contest will be judged with the same criteria and by the same judges as the 2010 Pollie Awards Contest.

Students, AAPC Student Members or Non-members, can submit entries at the reduced rate of **\$25 per entry**.

AWARDS

The 2010 Pollie Awards Winners will be announced at the 19th Annual Pollie Awards & Conference at the Pollie Awards Dinner on Saturday, March 27, 2010. The AAPC Office will contact you beforehand if you are nominated for a 2010 Pollie Award. Press releases will be sent to wire services and to the trades. Emails will be sent to all AAPC members and individuals and entities in our database. All winners will be published on the American Association of Political Consultants website and in relevant trade publications.

SYNOPSIS

A brief synopsis is required for all entries, and must be submitted digitally. The synopsis should be broken down into three parts (1 or 2 sentences each): Objective, Context, and Target Audience.

ANONYMITY

Your 2010 Pollie Awards Contest submission **CAN NOT** contain any information about you, your company, firm or organization. If the AAPC finds any personal or company information in your entry form, other than in the mandatory fields where company name and winning firm should be entered, your entry will be disqualified.

TRANSLATION

If your entry is Non-English, you **MUST** provide a translation or detailed synopsis in the space provided on the online entry form.

Print/Outdoor: Provide the text of your entry if it is illegible due to small size or foreign language.

Radio: Translations to be uploaded in a PDF document.

TV: Translations should be included. Subtitles should be clearly legible.

Websites: Translate only relevant menu selections, headlines and text.

ONLINE ENTRY EXCEPTION

The Pollie Awards Contest is exclusively an online competition with the exception of **Direct Mail** competitions. Direct mail pieces must be submitted both online and **10 copies** sent to:

The AAPC
Attn. Melissa Cressey
Pollie Contest Competition
600 Pennsylvania Ave. SE, Suite 330
Washington, DC 20003

If the digital spot (**TV, Radio etc**) you entered exceeds the **25 MB limit** you must provide **8 copies** of your piece on a DVD, CD or a USB-drive and send it to the AAPC mailing address listed above.

ENTRY SPECIFICATIONS

All entries **MUST** use the following standards, which allow uniformity and allow better judging and showcasing of your work:

- Division
- Category
- Entry Title

Statement of the Entry objectives:

- Campaign/Context in which the material was used (1,000 character limit)
- Goal of the submitted material (1,000 character limit)
- What happened as a result of the use of the submission (1,000 character limit)
- Additional optional information (2,500 character limit)

*Your statement of Entry objectives **CAN NOT** contain any information about you, your company, firm or organization. If the AAPC finds any company information in your entry form, other than in the mandatory fields where company name and winning company should be entered, your entry will be disqualified.*

TECHNICAL GUIDELINES

Entries must use the specifications listed on the entry form. No other file formats will be allowed.

Entries Submitted Online: Accepted formats for submission are listed on the online entry form.

Offline Paper Entries: No offline entries will be accepted.

Supporting Materials Upload: All supporting materials for website and interactive entries must be submitted in PDF format.

Please refer any questions and comments to **Melissa Cressey** at mcressey@theapc.org or by calling the office at 202.544.9815