



Catered Event of the Year

The Catered Event of the Year award recognizes outstanding planning and execution for on-premise and off-premise events.

Section 1: Elements Statement - 20 points, 250 words maximum

Summarize the event including theme, goals, and objectives of the client and number of attendees. Entries will be judged on how well the event met the purpose, theme, goals, and objectives of the client, and the different, unique, or creative qualities which elevated the event to award-winning level.

Section 2: Event Planning and Venue – 20 points total

- Describe the overall event plan timeline including the day of the event timeline. *10 points*
- Explain the budget and actual revenue and expenses, including what the client spent with your company for the part of the event for which you were contracted, plus the dollar value of any donated in-kind goods or services. *5 points*
- Describe the venue or event site including location, description of venue, and unique challenges presented by the site. *5 points, 250 words maximum*

Section 3: Food, Beverage, Presentation, and Staffing - 40 points total

- List menu and explain how the menu coordinated with the event theme. Describe food and beverage in terms of color, texture, flavor, and presentation in support of theme. *20 points, 250 words maximum*
- Provide food and beverage cost breakdown. *10 points, 250 words maximum*
- Describe the service design, food station design, staff costumes, interactive participation, or other unique features of the service element. *10 points, 250 words maximum*

Section 4: Collateral Material - 20 points total

- Attach two or three photos of the event to show your work.
 - Examples include food displays, beverage displays, menu items, floor plan/diagram, room shots, table presentations, décor, print materials, invitations, marketing materials.
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).

Team Members:

Industry awards allow you to credit members of the team that contributed to the success of the event. If selected as a winner, each team member included in the submission will be able to purchase an additional physical award after the NACE One Awards Ceremony.

Submission Fee: \$125