



### **Team Event of the Year**

The Team Event of the Year award recognizes outstanding achievement in the seamless team effort by a group of catering and event companies to execute the total event planning and production of a catered event, such as parties, banquets, award ceremonies, fundraisers, festivals, sporting events, conventions, and expositions.

#### **Notes:**

- Each participating company must submit the \$125 entry fee.
- Each entry must choose a lead team member to be responsible for submitting the nomination which answers all criteria.
- All paid participating company winners will be presented with a physical award.
- Additional physical awards will be available for purchase after the event.
- Team members who are not submitted with the entry will not be recognized.

#### **Section 1: Elements Statement - 20 points; 250 words maximum**

Summarize the event, including theme, goals, and objectives of the client and number of attendees. Discuss the contributions of each team member and how the team worked together. Entry will be judged on how well the event met the purpose, theme, goals, and objectives of the client, the different, unique, or creative qualities which elevated the event to an award-winning level, and how the team worked together to execute the client's vision.

#### **Section 2: Event Planning and Venue – 35 points total**

- Provide the overall event planning timeline. *5 points*
- Provide a detailed timeline of the day of the event. *5 points*
- Explain the budget, including actual revenue and expenses, and answers to the following questions. *10 points, 250 word maximum*
  - What was the total budget for event?
  - What was the per person cost for this event?
  - What did the client spend with your company on the part of the event for which you were contracted?
  - What did the client pay other vendors for including rentals and ancillary services that contributed to the production of the event?
  - Include the retail value of any donated in-kind goods or services.
- Describe venue or event site including location, description of venue, and unique challenges presented by the site. *5 points, 250 words maximum*
- Describe the décor used at this event including floral, linens, props, balloons, printed materials, and more. *10 points, 250 words maximum*

**Section 3: Food and Beverage Presentation and Staffing - 15 points total**

- List the 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. *10 points, 250 words maximum*
- Describe the service design, food station design, and any staff costumes, interactive participation, or other unique features of the service element. *5 points, 250 words maximum*

**Section 4: Entertainment and Technical Support - 10 points total**

- Describe any unique technical support elements and how special effects, tenting, A/V, lighting, or staging was used to support program theme. *5 points, 250 words maximum*
- Describe any unique entertainment aspects and if they supported the special effects, lighting, staging, and theme of the event. *5 points, 250 words maximum*

**Section 5: Collateral Material - 20 points**

- 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, and 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).