



## **HOW IT WORKS: The 2009 Run Walk Ride Pacesetter Awards**

The Run Walk Ride Pacesetter Awards are the highest industry honor recognizing outstanding efforts in the production of athletic event fundraising programs.

**Eligibility:** The Run Walk Ride Pacesetter Awards are open to nonprofit organizations, sponsoring businesses and agencies for work executed in the US or Canada in whole or in part during calendar year 2008. Entries are not limited to runs, walks and rides, but all entered programs must involve individuals or teams participating in athletic activities and raising money related to that activity.

**Award Categories:** The six award categories are:

**Best Mission Integration** – Recognizes best in class efforts to incorporate a nonprofit’s mission-related messaging into the execution of an athletic event fundraising program.

**Best Sponsorship Activation** – Recognizes best in class efforts to enable a sponsor to achieve its business and cause-related goals through the activation of its athletic event fundraising program sponsorship.

**Best Recruitment Brochure** – Recognizes best in class creative for a “take one” recruitment brochure.

**Best Print Creative** – Recognizes best in class creative for print creative used in magazines or newspapers. *Award sponsored by Rodale Sports and Event Marketing.*

**Best Use of Online Media** – Recognizes best in class use of online media (website, email or social media) to support an athletic event fundraising program.

**Best T-Shirt Design** – Recognizes best in class design of a shirt given to participants in an athletic event fundraising program.

**Honoring The Winners:** Winners will receive a Run Walk Ride Pacesetter trophy at the Run Walk Ride Fundraising Conference on March 5, 2009 in Dallas, Texas. Promotional photographs of the winners will be taken at the awards ceremony to be used for publicity purposes. All winning entries will be profiled in a special section of The NonProfit Times in March 2009 and on the [www.runwalkride.com](http://www.runwalkride.com) website.



### **Entering the Competition:**

**Judging:** A panel of marketing experts will judge the submitted programs based on three criteria:

- Planning – How well thought out were the objectives, strategies and tactics?
- Execution – How well was the program implemented? How engaging was the creative?
- Impact – What (where applicable) were the measurable results?

**Written submission:** Each entry must be accompanied by a maximum four-page written response to the official entry form questions. A PDF sample is available below. A word version is available for download on [www.rwrawards.com](http://www.rwrawards.com).

**Supporting materials:** All supporting materials should be contained within a three-ring binder. Photographs or renderings of oversized materials are preferred, but oversized materials may be sent as well. Documentation of online creative should be sent in the form of a series of printed relevant page views along with the URLs for the relevant sites if they are still live. DVDs or CDs containing documentation of digital materials are permitted as supporting material. If possible, t-shirt entries should be accompanied by a four-color printout of the t-shirt design as well as an actual t-shirt.

**Entry Fees:** Programs may be entered in multiple categories. The first category entered requires an entry fee of \$150 (US). The second and each subsequent category entered is subject to a \$50 fee.

**Entry Deadline:** All entries must be received in our offices by November 19. Late entries will be accepted until November 25 with the payment of a \$100 late fee. Entries should be sent to

RWR Pacesetter Awards  
63 Overlook Place  
Rye, NY 10580  
Tel: (914) 921-3914

**Entry Forms and Support Materials:** Entries and supporting materials become the property of Cause Marketing Forum, Inc., the parent of the Run Walk Ride Fundraising Council, and will not be returned. By entering you grant Cause Marketing Forum, Inc. the right to reproduce your entry materials to describe your entry for publicity purposes and for print, online, video or live presentations. By entering, you grant Cause Marketing Forum, Inc. the right to share entry materials with researchers and practitioners.



## Run Walk Ride Pacesetter Awards Entry Form

**Regular Entry Deadline:** November 19, 2008

**Extended Entry Deadline:** November 25, 2008

All entries must be accompanied by a written submission no more than four pages long that responds to the following questions.

Additional supporting materials such as artwork, samples and press coverage may be included with the entry.

### **BACKGROUND**

**Title of Program Submitted:**

**Categories Entered:**

**Name of Person Submitting Entry:**

Title:

Organization/Company:

Address:

City:

State:

Zip Code

Telephone:

Email:

**Entry Category(ies):**

**Nonprofit Contact Name:**

Title:

Organization:

Telephone:

Email:

**Business Contact Name** (if sponsorship activation entry):

Title:

Company:

Telephone:

Email:



### **SUBMISSION DETAIL:**

**Situation Analysis:** Please describe the situation your program found itself in (program size and history) and the internal, external or competitive factors that fed into your approach to creating the submitted program element.

**Objectives:** What were your quantifiable, behavioral and/or attitudinal goals?

**Strategy:** Describe the strategy you developed to tackle your objectives.

**Execution:** Describe how you executed on your strategy including relevant details such as budgets, media outlets, distribution, timing, creative concept where appropriate.

**Measurement:** Describe what made your effort a success.

**Lessons Learned:** What did this effort reveal that will help you succeed in the future?

### **Supporting Material**

To document your entry, you may submit creative, photography, premiums, research, clippings and other documentation of program impact. Try to organize all materials in a three-ring binder. Photographs or renderings of oversized materials are preferred, but oversized materials may be sent as well. Documentation of online creative should be sent in the form of a series of printed relevant page views along with the URLs for the relevant sites if they are still live. DVDs or CDs containing documentation of digital materials are permitted as supporting material. If possible, t-shirt entries should be accompanied by a four-color printout of the t-shirt design as well as an actual t-shirt. Entry materials become the property of Cause Marketing Forum, Inc. and will not be returned. By entering you grant Cause Marketing Forum, Inc. the right to reproduce your entry materials to describe your entry for publicity purposes and for print, online, video or live presentations.

**ENTRY FEES:** Fees may be paid by check payable to “CMFI” or by submitting complete credit card information

**Standard Entry Fee:** \$150 for the first category, \$50 for each additional category. (A program entered in the t-shirt & print creative categories, for example, would pay \$200.)

**Late Entry Fee** (for submissions received between 11/20 and 11/25/09: \$100

Send entries to: RWR Pacesetter Awards  
63 Overlook Place  
Rye, NY 10580

Telephone: (914) 921-3914