

THE HARRAH AUTOMOBILE FOUNDATION
10 South Lake Street, Reno, Nevada 89501

Call for Entries
NAAMY Awards



2011 NAAMY Awards

Call for Entries

Guidelines, Rules, Entry Application

**NAAMY Awards – An annual,
national competition that
honors and recognizes
excellence, professionalism and
creativity within the nonprofit,
automotive museum field.**



NAAMY Awards and Competition

The National Association of Automobile Museums (NAAM) annual NAAMY Awards of Excellence competition honors the work of nonprofit automotive transportation museums. The NAAMs are designed to promote professionalism in managerial, curatorial, educational and promotional work. The Awards are intended to recognize automotive transportation museum industry leaders for achievement, professionalism and creativity.

Gaining recognition for your museum is an important benefit of earning a NAAMY Award. NAAMs increase your museum's prestige in your community and beyond, and are a point of interest with donors and when applying for grants.

NAAMY Awards are presented at the NAAM annual conference following the calendar year in which the awards were entered.

Eligibility

Entries are open to all nonprofit automotive transportation museums that are members of NAAM with no entry fee requirements. Nonprofit automotive transportation museums that are not members of NAAM may enter with an entry fee of \$35 per entry. If non-member, nonprofit museums join NAAM prior to entering the NAAMY Awards competition, no entry fees will be required.

How to Become a Member of NAAM

Your museum may become a member of NAAM by visiting www.naam.museum or calling Lisa Panko, membership chair, at (775) 333-9300.

Two Divisions of Competition

Division I: Museums with budgets less than \$300,000
Division II: Museums with budgets greater than \$300,000

Eight Entry Categories

All entries must be for the calendar year: 2011

1. Collateral Materials

Brochures, rack cards and other printed materials related to promoting or presenting your museum to the public or profession within the specified calendar year.

2. Newsletters and Magazines

Newsletters and magazines published by your museum within the specified calendar year.

3. Books and Exhibit Catalogs

Books and exhibit catalogs published by your museum within the specified calendar year.

4. Web Designs

Design and function of your website. Website must have been fully functional, created or substantially improved during the specified calendar year.

5. Films and Videos

Film, video or digital presentations to promote your museum or for the interpretation of a special exhibit produced within the specified calendar year.

6. Interpretive Exhibits

Museum interpretive exhibits designed by your museum and related to the focus of your museum that were installed in and displayed to the public during the specified calendar year.

7. Educational Programs

Educational programs related to the mission of your museum that were implemented and used during the specified calendar year.

8. Events and Public Promotions

Marketing and promotional efforts by your museum for a special event, special exhibit or special program during the specified calendar year.

Awards

First, second and third place awards will be presented for each category. First place winners will receive plaques and second and third place winners will receive award certificates.

Entry into a category with three or fewer entries does not guarantee an award.

Rules of Competition

1. The competition is open to all nonprofit automotive transportation museums.
2. Entrants are not required to be members of NAAM, but may become a member prior to submitting an entry and an entry fee will not be required.
3. Entrants may enter as many categories as desired, and may submit more than one entry in a category.
4. Completed submission package, including entry forms and attachments, is required with each entry. Applicable entry fee must accompany each entry if the

entrant is not a member of NAAM.

5. Professional firms or assistance must not be used in developing the entry submission package. The entry submission must be complete and orderly in presentation, but is not judged, as the intent is to judge the project entered.

6. Judges' decisions are final.

Entry Guidelines (preparation of entry)

Entries must be submitted in a 3-ring binder. The binder must have an outside, clear pocket with a sheet inserted that includes entrant name, category of entry, division (I or II) and name of the project entered. Use sheet protectors and/or pockets (punched for 3-ring binders) for the contents. Items need to be easily removed for judging. For ease of handling, use a binder that accommodates the contents, without excessive unused space. Books and oversized items may be submitted with the notebook and not in protectors and pockets; however, items must be properly identified to help judges and handlers keep materials together.

Contents of Entry:

1. Completed entry application
2. Entry fee, if applicable
3. Proof of nonprofit tax-exempt status
4. NAAMY Entry Narrative
Narrative not to exceed three, single-spaced pages and not less than 12-point type.

Contents of Narrative:

- A. Heading
Entrant: (name of museum)
Category: (entry category)
Division: (I or II)
Entry: (name of project)
Calendar year of entry: (year)
- B. Museum's Mission Statement
- C. Project Description
- D. Goals of the Project
- E. Goals and Project Assessment

5. The Entered Item

Provide the item in the format that its intended audience would see, where possible. For example, the printed newsletter, magazine or brochure; the exhibit catalog; the CD, etc. The descriptions below outline the

required items for submission. Other pertinent supportive materials may be included.

A. Collateral Materials
Submit the brochure, rack card, promotional material, printed material, etc.

B. Newsletters and Magazines
Submit two and not more than four different editions of the actual newsletter or magazine. For electronic newsletters and magazines, include instructions on how the judges can view the site, or provide hard copies, video or CD for two and not more than four different editions.

C. Books and Catalogs
Submit the book or exhibit catalog.

D. Web Designs
Provide the URL address, and submit a printed copy of select Web pages.

E. Films and Videos
Submit the film or video in DVD and note the viewing time.

F. Interpretive Exhibits
Submit photos of the exhibit.

G. Educational Programs
Submit the educational material, such as brochure, lesson plan, worksheet, booklet, CD, etc.

H. Events and Public Promotions
Submit marketing materials, copies of media coverage (newspaper and magazine articles or TV coverage in DVD, etc).

Submittal

Carefully read this brochure, particularly Rules of Competition and Entry Guidelines, gather all required information before assembling the entry, and verify all materials have been provided before submitting the entry.

Where to Submit the Entry

Send entries to:

Rebecca J. Bonham
Executive Director
Studebaker National Museum
Attn: NAAMY Awards
201 South Chapin Street
South Bend, IN 46601

Questions may be directed to Rebecca Bonham
(888) 391-5600 or rbonham@studebakermuseum.org

Return of Entry

Check one:

This entry is not to be returned.

Entry will be picked up by a representative of my museum at the NAAM annual conference.

My museum will make arrangements directly with the Studebaker National Museum for the return of this entry and will pay all costs associated with shipping and handling.

NAAMY AWARD ENTRY APPLICATION

• **Complete one application per award entry**

Deadline for Entry

All entries must be received by the Studebaker National Museum by: **Friday, March 16, 2012 by 5 p.m.**

ENTRANT

Contact person	Museum		
Address	City	State	Zip
Phone	Fax	E-mail	

Museum Status

Required proof of tax-exempt status attached Member of NAAM

Museum Annual Budget Less than \$300,000 per year More than \$300,000 per year

Check Category of Entry

Collateral Materials Newsletters and Magazines Books and Exhibit Catalogs
 Web Designs Films and Videos Interpretive Exhibits
 Educational Programs Events and Public Promotions

Entry Fee per entry

NAAM member: Complimentary
Non-member: \$35

Special Incentive: To receive a complimentary entry fee, become a member of NAAM by visiting www.naam.museum or calling Lisa Panko, membership chair, at (775) 333-9300.

Total entry payment enclosed: \$ _____
Make check payable to NAAM.

Send Entry To

Rebecca J. Bonham
Executive Director
Studebaker National Museum
Attn: NAAMY Awards
201 South Chapin Street
South Bend, IN 46601
(574) 235-9714

I certify that I have read the NAAMY Award entry brochure and I am authorized to enter the NAAMY Awards Competition on behalf of my museum. I understand that NAAM and the Studebaker National Museum are not responsible for loss or damage.

Signature: _____

Title: _____

Date: _____