



*Awards
2016*

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 NAAMYs 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. NAAMYs 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 entry submissions took place or were created.

Eligibility

Entries are open to all non-profit automotive transportation museums that are members of NAAM with no entry fee requirements. Non-profit 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 Christine Bobco, Administrator, at (614) 507-3733.

Two Divisions of Competition

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

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

Awards

First, second and third place awards may 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. Minimum scores must be met to place at each level.

Eight Entry Categories

All entries must have been completed in the calendar year: **2016**

I. 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.

Rules of Competition

1. The competition is open to all non-profit 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. Failure to submit a complete package for each entry will result in disqualification. Application 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 itself, 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 the 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- see following sheet
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).

NAAMY Entry Narrative

Please use additional sheets if needed. Narrative not to exceed three, single-spaced pages and not less than 12-point type.

Entrant: _____

Entry (name of project): _____

Calendar year of project: 2016

Category: Collateral Materials

Newsletters/Magazines

Books/Catalogs

Web Designs

Films/ Videos

Intrepretive Exhibits

Educational Programs

Events and Public Promotions

Division: I

II

Museum's Mission Statement:

Project Description:

Narrative continued...

Goals of the Project:

Goals and Project Assessment:

NAAMY Award Entry Application

**Complete one application form per award entry*

Deadline for Entry

All entries must be received by the Gilmore Car Museum by : **Friday, February 10, 2017.**

Entrant

Contact Person _____ Museum _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Museum Status

Required proof of tax-exempt status attached

Member of NAAM

Check Category of Entry

Collateral Materials

Newsletters/ Magazines

Books/ Exhibit Catalogs

Web Designs

Films/ Videos

Interpretive Exhibits

Educational Programs

Events/ Public Promotions

Entry Fee per entry

NAAM member: Complimentary

Non-member: \$35

Total entry payment enclosed: \$ _____

Make check payable to NAAM.

Special Incentive: To receive a complimentary entry fee, become a member of NAAM by visiting www.naam.museum or calling Christine Bobco, Administrator, at (614) 507-3733.

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 Gilmore Car Museum for the return of this entry and will pay all costs associated with shipping and handling.

Submittal

Carefully read this entire document, 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. Incomplete entries will be disqualified.

Questions may be directed to Brittany Williams at 269-953-9017 or BrittanyWilliams@GilmoreCarMuseum.org
Christine Bobco at 614-507-3733 or c.bobco@packardmuseum.org

Send complete entries to:

Gilmore Car Museum
Brittany Williams, Attn: NAAMY Awards
6865 West Hickory Rd
Hickory Corners, MI 49060

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 Gilmore Car Museum are not responsible for loss or damage.

Packaging Checklist

**DEADLINE: Must be received by Gilmore Car Museum by
FRIDAY, February 10, 2017**

Be sure that all items listed below are included with your entry—incomplete entries cannot be judged and will be disqualified.

- Completed entry application
- Entry fee, if applicable
- Proof of nonprofit tax-exempt status
- NAAMY Entry Narrative (see guidelines)
- The Entered Item submitted in a 3-ring binder (see guidelines)

NOTE: Carefully read the NAAMY AWARD entry document, particularly the Rules of Competition and Entry Guidelines and be sure to fill out forms completely.

Submit Entry To:
Gilmore Car Museum
Attn: Brittany Williams, NAAMY AWARDS
6865 West Hickory Rd
Hickory Corners, MI 49060