



# 2019 NAAMY Awards Call for Entries February 6, 2019

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.

## ***Two Divisions of Competition***

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

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

## ***Rules of Competition***

- Entries are open to all non-profit automotive transportation museums. Entrant is required to be a member of NAAM.
- All submissions must have taken place or been created in the previous calendar year (2018).
- Eight Categories- Museums may enter as many categories as many times as they have exemplary work to showcase.
- Entered projects should be newly developed or substantially improved.
- Completed submission package, including entry form, narrative, and supporting documentation, is required with **each** entry. All entries must be received by **February 6, 2019**. No exceptions.
- 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.
- Judges' decisions are final.

## ***Contents of Entry***

- Completed entry application
- Proof of nonprofit tax-exempt status
- NAAMY Entry Narrative- description, goals, and results
- Supporting documentation- remember judges have never seen your project before- be sure to provide ample information, pictures, etc.

## ***Entry Guidelines***

- Entries should be submitted using the [online application form](#). Upload narrative along with supporting documentation, up to 8 files, 1mb each maximum size. PDF is preferred. Links to Dropbox or similar accepted for larger files.
- If electronic submission is not possible, entries may be submitted using the attached application form in a 3-ring binder. Three copies/binders of each entered project must be submitted so that individual binders may be shipped to the judges. Failure to submit 3 copies will result in disqualification. The binder must have an outside, clear pocket with a sheet inserted that includes entrant name, category of entry, division, and the title of the project entered.

## ***NAAMY Entry Narrative***

A narrative must be included with electronic and binder submissions. If submitting using a binder, please provide **three complete binders for each entry**. Judges will be looking for **CREATIVITY, INNOVATION, and PROOF OF SUCCESS**. Be sure to demonstrate these areas fully and provide detail through supporting documentation.

### **Please include the following information in your narrative:**

Museum:

Division:

Project Title:

Category:

Museum's Mission Statement:

Project Description:

Project Goals:

Assessment and Proof of Success:

- ***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.
- ⇒ Submit the brochure, rack card, promotional material, printed material, etc.

- ***Newsletters and Magazines***

- ⇒ Newsletters and magazines published by your museum within the specified calendar year.
- ⇒ Submit two and not more than four different editions of the actual newsletter or magazine. For electronic newsletters and magazines, include the URL or upload a digital copy, or provide hard copies, video or CD.

- ***Books and Exhibit Catalogs***

- ⇒ Books and exhibit catalogs published by your museum within the specified calendar year.
- ⇒ Submit the book or exhibit catalog.

- ***Online Communications***

- ⇒ Design and function of your website. Social media and email campaigns designed to promote your museum or educate. Campaign must have taken place during the specified calendar year and be the primary source of communication for the stated goal.
- ⇒ For web design provide the URL address.
- ⇒ For social media and email campaigns provide campaign details, screenshots, available links or emails, and analytics/metrics.

- ***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.
- ⇒ Upload your film or video to YouTube, Vimeo, or Dropbox and provide a link.
- ⇒ If using a binder to enter, submit the film or video on DVD or USB and note the viewing time.

- ***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.
- ⇒ Submit photos of the exhibit.

- ***Educational Programs***

- ⇒ Educational programs related to the mission of your museum that were implemented and used during the specified calendar year.
- ⇒ Submit the educational materials, such as brochure, lesson plans, worksheets, booklets, CD, etc.

- ***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.
- ⇒ Submit marketing materials, links or copies of media coverage (newspaper and magazine articles or TV coverage in DVD, etc).

# NAAMY Award Entry Application

## ***Deadline for Entry***

All entries must be received by Christine Bobco by : Wednesday, **February 6, 2019.**

## ***Entrant***

Contact Person \_\_\_\_\_ Museum \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## ***Museum Status***

- Required proof of tax-exempt status attached

## ***Check Category of Entry***

- |                                               |                                                    |                                                  |
|-----------------------------------------------|----------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Collateral Materials | <input type="checkbox"/> Newsletters/ Magazines    | <input type="checkbox"/> Books/ Exhibit Catalogs |
| <input type="checkbox"/> Web Designs          | <input type="checkbox"/> Films/ Videos             | <input type="checkbox"/> Interpretive Exhibits   |
| <input type="checkbox"/> Educational Programs | <input type="checkbox"/> Events/ Public Promotions |                                                  |

## ***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 Christine Bobco 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 or late entries will be disqualified.

Questions may be directed to: Christine Bobco at 614-507-3733 or christine.bobco@naam.museum

**Send complete entries to:** Christine Bobco, Attn: NAAMY Awards  
881 Dinwiddie Rd  
Franklin, KY 42134

**I certify that I have read and understand the rules of entry and I am authorized to enter the NAAMY Awards Competition on behalf of my museum. I understand that NAAM is not responsible for loss or damage.**

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_