

2017

Thoroughbred Awards

Call for Entries



Welcome to the 2017 Thoroughbred Awards Competition, sponsored by the Kentucky Society for Healthcare Public Relations & Marketing (KSHPRM) and the Kentucky Hospital Association (KHA). This year's competition is designed to recognize Marketing/Public Relations professionals who achieved excellence in projects ranging from publications and multimedia programs to advertising and fund raising between July 1st, 2016 and June 30th, 2017.

Winners this year will receive:

- A custom-made Thoroughbred award or certificate of merit.
- Recognition at the annual KSHPRM Thoroughbred Awards ceremony Fall Conference on Thursday, November 9.

Details

Who

This competition is open to all marketing/public relations professionals in a healthcare setting.

Membership in KSHPRM is required.

If you're an agency, please note who your submission is for (i.e. hospital, agency submission, etc.)

What

You may enter marketing materials in as many categories as you wish, but you may submit only two entries per category. Your entry must have been produced or facilitated by a KSHPRM member.

When

Your entries must have been produced between July 1, 2016, and June 30, 2017.

Payment Details:

Please mail your check to:

Thoroughbred Awards Competition
c/o Pam Kirchem
Kentucky Hospital Association
2501 Nelson Miller Parkway
Louisville, KY 40223

Format Requirements

Please submit the following:

- **Submit electronically one for each entry** (only two entries allowed per category).
- Submit entries by via Omni Contests at https://enter.omnisam.com/?comp_id=C19E9DBC-36A3-4627-A4A5-E1C3B7615503
- Detailed budget. Be sure to include agency, production, and placement fees.
- You may pay via check. One payment may be submitted for all entries and checks should be made payable to the Kentucky Society for Healthcare Public Relations & Marketing (KSHPRM).
- **Entries are due Friday, September 29.**

Questions?

Contact:

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Categories

Print advertising

- Single ad
- Series of three or more ads

Publication

- Internal (regularly scheduled such as monthly or quarterly)
- External (regularly scheduled such as monthly or quarterly)
- Annual report (internal or external)
- Outdoor—Billboard or transit

Direct mail

- Single
- Series of three or more
- Poster/exhibit
- Brochure/slim jim
- Logo/letterhead design
- Special purpose publication

Television advertising

- Single :30 or :60 spot
- Series of three or more :30 or :60 spots

Radio advertising

- Single :30 or :60 spot
- Series of three or more :30 or :60 spots

Website

- New or revamped site (more than 10 pages of content)
- Microsite (up to 10 pages)
- Social media content such as Facebook, Twitter, LinkedIn
- New media content such as Podcasts, email blasts, blog sites

Video

- Short form (up to 2:00)
- Long form (2:00 and longer)

Online advertising

- Single slide
- Multiple slides

Writing:

- Short – PR writing such as article, news release or brochure up to 500 words
- Long – Narrative text such as annual report, magazine or speech more than 500 words

Media relations:

- Earned media placement in/on a bona fide print, broadcast or online news outlet

Community relations/Community Service:

- Patient/public education initiative
- Cooperative partnership

Fundraising:

- For a hospital, specific service line or other worthy cause

Events:

- Internal events for staff
- Other events that do not fall within community relations/community service or fundraising

Overall campaigns:

- Internal or external communication program using traditional and digital components under \$25,000
- Internal or external communication program using same, \$25,000 or more

JUDGING CRITERIA

All categories will be judged according to the following criteria:

- Concept
- Design (technical quality)
- Originality/Creativity
- Implementation Process (planning & execution of project)
- Overall Impact (results)

