



2011 Gold Circle Award Competition Eligibility Requirements

Don't Miss Your Chance to Walk the Red Carpet

The Gold Circle Award competition abides by a set of eligibility and submission requirements. Please familiarize yourself with the requirements to ensure that your entry is complete and that your organization is eligible for entry.

Ineligible organizations as well as incomplete or improperly completed entries will be disqualified from competition. ASAE will retain all Gold Circle Award competition entries - they will not be returned to the submitter.

ELIGIBILITY REQUIREMENTS

1. The Gold Circle Award competition is open to all US-based, non-profit organizations or associations with a 501(c) tax designation. Nonprofit associations outside of the United States may also be eligible as long as the content of the entry is in English. (Please feel free to e-mail goldcircle@asaecenter.org if you have additional questions about your organization's eligibility.)
2. Both members and non-members of ASAE may submit entries.
3. Gold Circle Awards cannot be awarded to industry partners, consultants or associate members, as these for-profit entities* are ineligible. (*This includes public relations agencies, marketing firms and other similar consultants.)
4. Organizations/Associations that meet the eligibility requirements can submit programs and products created by an outside vendor if the association staff has had the majority of responsibility for executing the program.
5. The submitter listed as the main contact on the entry form must be employed by the organization or association submitting the entry. The entry fee will be based on the submitter's ASAE membership status.
6. All Gold Circle Award trophies will be inscribed with the name of the organization or association the communication was produced for, not to individuals employed by said organizations or associations who created the communication.
7. Employees and staff of applicants to the Gold Circle Award competition may not serve as a judge for categories their organization is entering.



8. Association communications completed and distributed between January 1, 2010, and December 31, 2010, are eligible for the 2011 competition.

SUBMISSION REQUIREMENTS

In order to be eligible for the 2011 Gold Circle Award competition, entries should meet the following submission requirements.

1. All 2011 Gold Circle Award entries must be received (*not postmarked*) by 5:00pm Eastern time at the ASAE offices by the deadline - **March 31, 2011**.
2. Materials created by vendors and/or consultants must be submitted in the name of their client organization or association. (For example, if a consulting firm ABC Consulting is submitting materials created for XYZ Association, the entry must be submitted under the name of XYZ Association) Vendors must notify their client associations about the submission. If selected as a winner the award will be presented in the name of the organization.
3. All entry forms must be completed online and submitted by the deadline. **Please visit www.asaecenter.org/goldcircle to fill out an electronic entry form online.** Entry fee payment must also be received in order for the entry to be considered complete All entries must be accompanied by a paid entry fee. Entry fees for ASAE members is \$100 for each entry. The fee for non-members is \$200 per entry. There are no discount entry fees for multiple entries (see details below for credit card and check payments for entry fees).
4. Categories that require printed samples of submission materials must be received (*not postmarked*) by 5:00pm Eastern time at the ASAE offices by the deadline listed.
5. Late entries and entries missing any required payment and/or samples by the deadlines will be disqualified from the competition. .
6. Multiple entries may be submitted by an organization or association in one or more categories, provided each entry is submitted on a separate entry form and includes the additional entry fee and any required samples.
7. All entry forms must indicate the 2010 overall operating budget for the **entire submitting organization or association**, *not* just for the communications program or initiative under which the entry is being submitted.
8. All entries will be grouped and subsequently judged within either Division A (organizations or associations with an overall operating budget of \$2 million or less) or Division B (organizations or associations with an overall operating budget greater than \$2 million) for each category in which they



Recognizing innovative ideas and achievement in association communications

are submitted. Judges can select one winner from each division. Judges may choose not to award a Gold Circle Award in any given category or division if the entries fail to meet Gold Circle Award judging criteria and standards for communications excellence.

SUBMISSION REQUIREMENTS *(continued)*

9. Entry samples must be submitted in original format presented to targeted audience; for categories that require printed materials, six sets of the required printed materials for that category must be provided. (So if your magazine is transmitted to your members as a PDF, you can submit it to the contest as a PDF, but if you mail hard copies of your magazine to your members, you must submit hard copies with your entry.) In addition, if you are submitting a category that requires printed hard copies, consider uploading a copy of your communications covers on the electronic entry form.
10. In rare cases, Judges may award an Honorable Mention to an entry. Honorable Mentions should not be construed as a Gold Circle Award recipient.
11. All entries must include a succinct explanation of the project's goals, objectives, and the metrics used to determine whether the communication, publication, or program you are entering was successful. To ensure that you submit a strong entry, consider gathering this information before you fill out the entry form. Any entry that does not include a statement of objective and documentation of results achieved will be considered incomplete and disqualified from the competition.
12. Some categories, such as peer reviewed journals, require additional information for the entry. Please ensure you read the entry requirements for each category and submit a complete entry for proper consideration and judging.
13. Judges reserve the right to transfer entries submitted incorrectly under a division and/or category to the correct category.
14. Judges may disqualify an entry for non-compliance with submission requirements.
15. **All categories that require printed hard copies of submitted materials must include six (6) hard copies with their submissions.** These entries must be received according to the deadlines outlined in point 1 above.
16. ASAE is not responsible for loss or damage of entry materials, and entries will not be returned.
17. By entering the Gold Circle Award competition, submitters are granting permission for ASAE to post their entries to ASAE's Online Knowledge Center, a free resource for ASAE members.

SUBMISSION REQUIREMENTS *(continued)*



18. To submit an entry:

- Complete a 2011 GCA Electronic Entry Form at www.asaecenter.org/goldcircle.
- Pay the Gold Circle Award entry fee via credit card or check.

NOTE:

- If you are paying by check, you please enter the check number on the 2011 GCA Electronic Entry Form.
- Please make sure you have requested a check from your finance department before filling out the Electronic Entry Form.
- **Make sure you print a copy of your completed Electronic Entry Form and include it in the envelope with your check.**
- If the category requires print samples for the entry, **please also include a copy of your Electronic Entry Form with the print samples.**
- Checks (which should include a copy of the Electronic Entry Form) and print samples (including a copy of the Electronic Entry Form) can be sent to the following address:
ASAE
1575 I Street NW
Washington, DC 20005
Attn: Gold Circle Awards

19. Gold Circle Award winners will be recognized with a crystal trophy at a special ceremony during the 2011 ASAE Annual Meeting & Exposition on August 7, 2011 in St. Louis, MO. Gold Circle Award winners will also be publicized in ASAE communications and publications.

20. The winner of the Council's Choice Award will be announced during the awards ceremony on August 7, 2011. The Council's Choice winner will be selected by ASAE's Communication Section Council from among all the 2011 Gold Circle Award recipients. The winner will receive a special Council's Choice trophy.

21. Entries receiving an Honorable Mention will receive a certificate plaque.

For more information about the Gold Circle Award competition, please visit www.asaecenter.org/goldcircle or contact Lauren Roberts, CAE; Manager, Volunteer Relations at 202.626.2809 or e-mail goldcircle@asaecenter.org.