

2021/22

Leicestershire Promotions 2021 
Tourism & Hospitality Awards

Best Event/Festival of the Year – with admission charge

Each year Leicestershire's calendar is packed full with vibrant festivals or events. We love the sounds, colour and art that this brings to the destination. What makes yours stand out above the rest?

This sample application form is for information only and all applications must be made via the online application system.

Eligibility criteria:

This award covers all festival and events that target visitors, that charges an entry fee and takes place for a fixed period of time, usually annually. However one-off events may also enter.

Judging process: no visit

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Name of event/festival Give the name you use when promoting your event, as you wish it to appear in all publicity materials, on		

certificates, in presentations etc.	
Event Address	
Promotional description	
<p>Provide a promotional description of event.</p> <ul style="list-style-type: none"> • Focus on its strengths and stand out features • Write your description with regard to this category • This wording will be used in PR and awards literature if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 	
Promotional images	
<p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. embedded text or logos, a collage • Only include photos that you own the copyright for • If the photo requires a credit e.g. photographer, please provide details • These photos will be used in PR and awards literature if you are short listed as a finalist 	

Background	(scored)
Briefly outline the story of the event/festival (250 words maximum).	
<i>Judges will be looking for:</i>	

- Length of time event/festival has been under current management
- Target market(s) and typical customer profile
- Key milestones in developing the event/festival
- Number of staff employed, if any

List any awards, ratings and accolades received in the last **two** years. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence

Online Presence & Reviews (Scored)

Provide links to your online presence.

Website

Social Media Platforms

Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles

Online Review Sites

Provide specific links to any customer review listings for your business e.g. TripAdvisor, Google

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Your Visitor Numbers	(Scored)
Tell us the number of visitors your event/festival has attracted:	
Last 12 months (Sept 2020 – Sep 2021)	
Previous 12 months (Sept 2019 – Sept 2020)	

Question 2 – Your Top Qualities	(Scored)
Tell us about up to five ways in which your event/festival should win this category (300 words maximum).	
<i>Judges will be looking for what makes you unique, such as:</i>	
<ul style="list-style-type: none">• Added extras that delight your customers• Use of local suppliers, including food & drink offer centred on locally sourced produce• Innovative marketing and PR, including partnerships with other businesses• Facilities and welcome for people with a range of accessibility requirements• Managing and improving environmental, social and economic impacts	
1.	
2	
3.	
4.	
5.	
Links to relevant supporting evidence online (optional):	

Additional information	(scored)

Finally, please provide any additional information to show why this event/festival is better than any other (300 words maximum).

Terms & Conditions of Entry

By submitting an entry into the Leicestershire Promotions Tourism and Hospitality Awards 2021 you agree to be bound by the following and conditions:

- Employees or representatives/agents of Leicestershire Promotions are not eligible for entry into the awards.
- Businesses and individuals can enter into more than one category, but separate entry forms and supplementary information must be completed for each category.
- By being shortlisted the business automatically becomes a finalist in the Leicestershire Promotions Tourism and Hospitality Awards 2019. However, the judges reserve the right to give gold, silver, bronze and highly commended awards at their discretion.
- By entering the awards you agree to be part of the publicity if you are a finalist in any category.
- The judges' decisions are final and they cannot enter into discussion about the shortlisting process, choice of finalists or choice of winners.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the awards, the decision of Leicestershire Promotions shall be final and no correspondence or discussion shall be entered into.
- All businesses entering the competition will be given written feedback from Leicestershire Promotions.

