

# 2025 Creative Excellence Award Application

Deadline: November 5, 2024

Application Fee: \$85/entry

Please review all the eligibility requirements at <https://nirsa.net/nirsa/awards/creative-excellence-award/> before you prepare your application. We recommend that you review all the requirements of the Creative Excellence Award Application and gather the necessary resources before beginning.

\* Indicates required question

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1. What is your membership status? (At least one of the following must apply) \*

*Mark only one oval.*

- I am a NIRSA Professional Member
- I am a NIRSA Student Member
- I am employed by a NIRSA Institutional Member

2. First Name \*

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3. Last Name \*

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4. Job Title \*

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5. Institution \*

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6. Email Address \*

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7. This entry was created primarily by a:

*Mark only one oval.*

Professional

Student (I confirm that this is student work and I wish to be considered for the student recognition described on the CEA webpage, if applicable)

### Award Entry

Please create a web page, or PDF that can be uploaded to Dropbox, to display your award entry. Your entry must be accessible without the use of a password and we ask that links remain live until after May 2025.

Below please include the following:

\* Title of your entry

\* URL link for the webpage - if applicable.

\* Additional material can be upload to this Dropbox Folder: <https://nirsa.org/AwardUploads>

If you need additional assistance with providing images please contact [megan.granholm@nirsa.org](mailto:megan.granholm@nirsa.org).

8. Title of Entry \*

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9. Webpage URL Link

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10. Category (See CEA page on the NIRSA website for category details <https://nirsa.net/nirsa/awards/creative-excellence-award/>) \*

Mark only one oval.

- Comprehensive Brochure & Facility Publication
- Integrated Marketing Campaign
- Social Media Campaign
- Programming Publication
- Large Scale Signage
- Audiovisual Promotion
- Student Publication
- Student Digital Presentation

### Statement of Objectives, Implementation & Results

In addition to the materials you submit, the following answers will be used to evaluate and score your application.

11. What were the goals and objectives of the entry? \*

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12. Who was your target audience? \*

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13. What were you trying to accomplish with this project? \*

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14. Briefly describe the project's creative process. \*

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15. What were the results? How were the objectives met? \*

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16. Did you have any limitations that had to be overcome during the creative process? \*

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17. What tools or assessment criteria did you use to measure your results? \*

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18. Who designed/created this entry? Include the name and title of each person, as well as a brief statement of their contributions. \*

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Consent & Release

19. Creative Excellence Award winners will be prominently displayed on the NIRSA website. Images, submitted application text, and other materials submitted with winning applications may also be used for educational purposes, NIRSA Member reference, and other NIRSA promotions and communications. By submitting this application form, you grant NIRSA the nonexclusive right to copy, use and distribute all photographs, images, and other materials (including names of individuals, institutions, and companies) provided as part of your application, in part or in their entirety, for the purposes outlined above. You waive the right to inspect or approve use of your application materials and acknowledge that you have permission to use all images and materials contained in your application. \*

*Check all that apply.*

I agree

## Entry Fee & Payment Information

Institutional, Professional & Student Members: \$85 per entry. You will be prompted for payment once you submit your application. If you wish to pay by credit card via telephone or mail in a check, please email [billing@nirsa.org](mailto:billing@nirsa.org) with a contact number after submitting your application.

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