



## Bronze InSpire Awards

### How to Prepare Your Bronze (Tactic) Entry

The Bronze InSpire Awards recognize outstanding public relations tactics, the individual items or components of programs or campaigns.

#### Rules

- All entries must be registered online at [www.ncprsa.org](http://www.ncprsa.org) be considered.
- Entrants must select a single category or subcategory (if subcategories are identified) per entry.
- Entrants may choose to enter their programs in more than one category or subcategory provided the entry meets the specific criteria stated for that category. *In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences.*
- The entry must be submitted with a separate, category-appropriate, one-page summary (see description below), tactic, registration form, and separate entry fee for each additional category entered.
- Should NCPRSA receive fewer than two entries within a subcategory\* — (A) Business – Products/Services, or (B) Government/Associations/Nonprofit Organizations — NCPRSA reserves the right to have all entries judged under the respective category together.
- Only electronic entries will be accepted.
- A 100-word description must be included (see details below in the section below).
- A concise summary — no longer than one typewritten page — must accompany the entry. The one-page summary should be no smaller than a 10-point typeface and one-inch margins. (see more details in the section below).
- Entrants must combine all materials into one (1) PDF file to be uploaded upon registration.

#### 100-word Description

This brief description about your program must be included. This will be used to describe your entry at the awards banquet if it receives an InSpire Award.

#### One-page Summary

**The one-page summary is the single most important component of the Bronze InSpire Award entry.**

Judges evaluate the tactic on four key areas:

1. Planning/Content
2. Creativity/Quality
3. Technical Excellence (Media relations categories are not judged on technical excellence.)
4. Results

Within these areas, the summary should include:

- Measurable objectives
- Target audiences
- Budget (if a budget amount cannot be disclosed due to client, you must still address/account for budget)
- Any other specific information requested in the individual category (see *Bronze InSpire Awards Categories and Subcategories* document)
- Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met and how the entry impacted the success of a broader or ongoing program.

## **Bronze InSpire Award Final Checklist**

- Confirmation email from the online entry form (required, one per entry).
- Payment – payment must be submitted at the time of entry.
- 100-word summary statement
- One-page summary
- Tactic/Entry (see *Bronze Award Category and Subcategories* document for details. If your entry has a video component that can be found online, make sure to include a link to the website URL in the written entry.)
- Confirm that the entry title and file name match.
- Upload entry, including all materials, as one (1) PDF file format