



Rules and Eligibility

Who Can Enter

The InSpire Awards are open to the following professionals based in the Raleigh-Durham (Fayetteville) Designated Market Area and east to the North Carolina coast (this includes the Greenville-New Bern-Washington and Wilmington markets):

- corporate communications and marketing communications teams
- public relations agencies
- public affairs firms
- investor relations agencies
- publicists
- nonprofits
- PR educational professionals
- students (see below for information on student submissions),
- government PR teams
- solo practitioners

Additionally, entries will be accepted for campaigns and tactics designed for execution in the above-mentioned region. (For example, if you or your organization is located in Charlotte, but you created a campaign for a company in Raleigh or Manteo in 2020, you can submit that work for an award.)

Entry Eligibility

Entries must be for work conducted between January 1, 2020 and December 31, 2020. Some of the work must have occurred during this period. Complete programs, or programs near the end of completion, when evaluation against initial objectives can be measured, tend to have a better chance of winning.

Students

All students currently enrolled in a college or university are invited to enter. All entries must be registered online to be considered. Bateman entries are acceptable, but other entries are welcome! Please note that if you are submitting a Bateman entry, it should be clearly noted as such. Student projects may also be submitted by a teacher or advisor, or students may also submit an entry as a group.

Entry Fees and Deadlines

Payment may be made in full by credit card (Visa, MasterCard or American Express only) online during the online registration process. Please do not register until you are certain that you will be able to submit and pay for your entry.

Early Bird Fees and Deadlines

Early Bird Deadline: **Friday, March 5, 2021 by 11:59 p.m. ET.**

Early Bird Fees:

- NCPRSA Member: \$75 for the first entry, \$50 for each additional entry
- Non-Member: \$100 for the first entry, \$75 for each additional entry

Regular Fees and Deadlines

Regular Fees (entries received after Friday, March 5, 2021):

Bronze - Tactics

- NCPRSA Member: \$85 for first entry, \$65 for each additional entry
- Non-Member: \$100 for first entry, \$75 for each additional entry

Silver - Campaigns

- NCPRSA Member: \$100 for first entry, \$75 for each additional entry
- Non-Member: \$125 for first entry, \$100 for each additional entry

First-Time Entry Discount: 20% off total cost of regular rates.

For companies that have never entered the InSpire Awards OR have not entered in the past five (5) years. First-Time Entry rate is for NCPRSA members only.

Student Entry Fee and Deadline

Student entry fees are \$25 per entry and must be received no later than the final deadline date of **Friday, March 19, 2021 by 11: 59 p.m. ET.**

Final Deadline: Friday, March 19, 2021 by 11:59 p.m. ET.

**All entries and fees must be received no later than
March 19, 2021 to be considered for awards!**

Entry Format

For your convenience, only electronic submissions will be accepted - no binders or hardcopies.

Judging

Entries will be sent to the Greater New York Region Chapter of the Public Relations Society of America. They will return the entries with the judges' comments to NCPRSA. NCPRSA will notify those registrants who had winning entries, but the exact awards will not be announced until the InSpire Awards Gala.

Refunds

All entry fees are non-refundable.

Contact

If you have any questions, contact Carrie Pitts-Densmore: pitts.carrie@gmail.com, 919-389-6676.

Sponsorships

Become an NCPRSA Sponsor and support the continual growth of PR, marketing, and communication professionals.

The chapter's sponsorship team is happy to work with you to ensure the promotional benefits suit your specific expectations and budgets. Our enticing full-year sponsorships can be easily tailored special packages for individual events.

Please contact Sponsorship Chair Elizabeth Barbour at ebarbour@alumni.unc.edu and become a sponsor today.