

2008 Florida Festivals and Events Association SUNsational Awards Winners

Radio Ad of PSA

\$75,000 & over **TIE**

Florida State Fair Authority
Country Gold

Florida State Fair Authority
Florida State Fair

Runner-Up:

City of West Palm Beach Community Events
Clematis by Night

Television Promotion

\$74,999 & under

City of Gainesville
26th Annual Downtown Festival & Art Show

Runner-Up:

Lee County Library System
One Book, One Community

\$75,000 & over

The Florida Orchestra
40th Florida Orchestra

Runner-Up:

Coconut Grove Arts & Historical Festival
Coconut Grove Art Festival

Televised Program

\$75,000 & over

Seminole Hard Rock Winterfest Boat Parade
Winterfest 2007

Runner-Up:

Edison Festival of Light
Edison Festival of Light

Social Media Marketing Campaign

\$75,000 & over

VISIT FLORIDA
Blogs

Runner-Up:

Florida State Fair Authority
MySpace

Outdoor Advertising

\$74,999 & under	Delray Beach Downtown Marketing Cooperative Downtown Roundabout Bus Wrap
\$75,000 & over	Florida State Fair Authority See a Hound Dog, Grab a Corndog Billboard
Runner-Up:	Coconut Grove Arts Festival Devour the Arts Billboard

Partnership Program

\$74,999 & under	Hispanic Chamber of Commerce of Metro Orlando Walt Disney World
Runner-Up:	City of North Miami Parks & Recreation Department Multiple Partners
\$75,000 & over	Delray Beach Downtown Marketing Cooperative Office Depot
Runner-Up:	City of West Palm Beach Community Events Kaleidoscope – West Palm Beach School District

Photography

\$74,999 & under	Panama City Downtown Improvement Board Friday Fest
Runner-Up:	TIE City of Miami Gardens Nancy Wilson/Mayor 2
	City of Miami Gardens Nancy Wilson
\$75,000 & over	Delray Beach Downtown Marketing Cooperative Fireworks with Flag
Runner-Up:	City of West Palm Beach Community Events 4 th on Flagler

Miscellaneous Printed Materials

\$74,999 & under	Harry Chapin Food Bank Blue Jean Ball Invitation
Runner-Up:	Delray Beach Downtown Marketing Cooperative The Ultimate Destination
\$75,000 & over	City of Doral VIP Pass
Runner-Up:	Florida State Fair Authority Sponsorship Folder

Magazine Display Ad

\$74,999 & under	Harry Chapin Food Bank Premier Homes & Estates
Runner-Up:	Cape Coral CRA Discover Florida
\$75,000 & over	Leesburg Partnership Born to Ride
Runner-Up:	Lee County Library System Parent & Child

Newsletter

\$74,999 & under	Delray Beach Downtown Marketing Cooperative Downtown Wire
Runner-Up:	TIE City of Miami Gardens City of Miami Bulletin – Hurricane & Flood Awareness VISIT FLORIDA Electronic Newsletter
\$75,000 & over	Seminole Hard Rock Winterfest Boat Parade Winterfest 2007

Newspaper Special Section

\$74,999 & under	Cape Coral CRA
\$75,000 & over	Seminole Hard Rock Winterfest Boat Parade
Runner-Up:	Coconut Grove Arts & Historical Festival

Print Ad

\$74,999 & under	Hispanic Chamber of Commerce of Metro Orlando 10 th Annual don Quijote Awards
\$75,000 & over TIE	City of West Palm Beach Community Events 4 th on Flagler
	Florida State Fair Authority Glitz/Elvis
Runner-Up:	Lee County Library System An Evening with the Authors

New Event/Program/Promotion

\$74,999 & under	City of Doral 5 th Anniversary Bash
\$75,000 & over	City of Jacksonville Office of Special Events 26.2 with Donna Cancer Run

New Event/Program/Promotion within an Existing Event

\$74,999 & under	Delray Beach Downtown Marketing Cooperative Downtown Gift Card Program
\$75,000 & over	Coconut Grove Arts & Historical Festival Photo Hunt
Runner-Up:	Coda Sound Art Village

Promotional Item

\$74,999 & under	Lee County Library System Flamingo Road Kill Bookmark
Runner-Up:	Delray Beach Downtown Marketing Cooperative First Night Button
\$75,000 & over	Bobby Rodriguez Productions Renaissance Festival Ceramic Goblet
Runner-Up:	Florida State Fair Authority "It's Showtime, Baby" Collared Shirt

Sponsorship After Event Report

\$75,000 & over	Lee County Library System & Geoff Coe, Photography Reading Festival
Runner-Up:	ArtFest of Fort Myers ArtFest

Tee-Shirt Design

\$74,999 & under	Panama City Downtown Improvement Board Mardi Gras
Runner-Up:	City of Gainesville Downtown Festival & Art Show Downtown Festival & Art Show
\$75,000 & over	TIE City of West Palm Beach Community Events 4 th on Flagler
	Leesburg Partnership Bikefest
Runner-Up:	Bobby Rodriguez Productions Renaissance Festival Heart with Dagger

Web Site

\$74,999 & under Delray Beach Downtown Marketing Cooperative
www.downtowndelraybeach.com

Runner-Up: City of Doral
www.cityofdoral.com

\$75,000 & over City of Miami Gardens
www.jazzinthegardens.com

Runner-Up: VISIT FLORIDA
www.visitflorida.com