



# LIONS INTERNATIONAL MARKETING AWARD

## RULES AND REGULATIONS

### Award criteria

Clubs must plan and execute a marketing campaign to promote a club service project, club membership drive, or club training opportunity that does the following:

- Puts the brand first and properly represents the Lions International brand and the characteristics and personality associated with it.
- Showcases marketing innovation and creativity.
- Demonstrates that a goal was set and achieved or exceeded. Clubs will not be directly measured against other clubs, but rather positive results in combination with the campaign's creativity while staying on-brand will be taken into account.
- Additional considerations include using brand kits and adhering to brand and style guidelines. You can find out more about these tools by visiting <https://www.lionsclubs.org/en/resources-for-members/brand-guidelines>

The campaign submitted for award consideration must be completed between July 2022 and December 2022.

### Submission requirements

Clubs must fill out an online application. To simplify the process, we've developed an [application worksheet](#) with corresponding questions and answers that can be copied and pasted into the official application. This will help you avoid losing your application progress if you accidentally click out of the official application while filling in the text fields. Your application must include the following:

- The goals and objectives of your campaign.
  - This could include recruiting a set number of new members, having a specific number of community members attend an event, etc.
- The campaign's history and summary of how it was executed.
  - This will include details such as timeline, audience, and how many club members helped plan and execute the campaign.

- An overview of at least three campaign tactics used. These could include, but are not limited to:
  - Photo(s)
  - Social media post(s)
  - Website graphic(s)
  - Website landing page(s)
  - Video(s)
  - Flyer(s)
  - Sign(s)
  - Press release(s)
  - Radio ad(s)
  - Email(s)
  - Mailer(s)
  - Billboard(s)
  - Giveaway(s)
  - Brochure(s)
  - Newspaper stories
  - Newspaper ad(s)
  - Event booth(s)
  - Other
  
- Any specific files that showcase the success of your campaign. You'll have the opportunity to link two video URLs (no direct video uploads) and submit up to 10 files, such as photos, graphics, or documents, which may include the following file types:
  - .JPG
  - .PNG
  - .DOC
  - .DOCX
  - .PDF
  - .TXT
  - .GIF
  - .BMP
  - .RTF
  
- Campaign results that highlight both the qualitative and quantitative data.
  - **Quantitative data:** This includes measurable data, such as Facebook post likes or shares, online or in-person event attendance numbers, video views, funds raised, etc.
  - **Qualitative data:** This includes non-measurable data, such as recognition by local media, testimonials from attendees, etc.

## Prizes and recognition

Below is an overview of the prizes that winning clubs may receive.

### Grand prize:

- \$2,000 USD cash (or its equivalent) award for winning clubs
- Physical award presented to the club
- One downloadable certificate per club to print for each member
- Complimentary LCIcon registration for two club members plus guests (4 total)

- Preference is given, but not limited, to the Club Marketing Chairperson and Club President who worked on the submission or any member who contributed a significant portion to the winning marketing campaign
- This can be for LCIcon 2023 Boston, Massachusetts, USA or LCIcon 2024 Melbourne, Australia, but registration for members plus guests must be for the same event

**District recognition:**

- One downloadable certificate to district governor of winning clubs

**Multiple district recognition:**

- One downloadable certificate to council chairperson of winning club

**Honorable mentions (as applicable):**

- One downloadable certificate per club to print for each member

## Award timeline

**Club applications: July-December**

- Club marketing chairperson or club president submits the online application to their district by December 31.

**District evaluation: January**

- Club applications are reviewed; district governor selects one application to advance to their multiple district council chairperson.

**Multiple district evaluation: February**

- District finalists are reviewed; council chairperson selects one application to advance to the finals.

**Headquarters evaluation: March**


- Multiple district finalists are reviewed based on the criteria listed; Lions International Marketing staff selects 16 finalists. Honorable mentions are selected for outstanding individual tactics.

**Marketing communications committee evaluation: April**

- The marketing communications committee reviews the finalists, evaluates the submissions based on the criteria listed and selects the winners, one from each CA.

**Winning clubs notified: May**

- Winning clubs are notified via email and awards are distributed.
- Winners must claim their prize within a reasonable time, as set forth by the marketing communications committee, from notification of winning to claim their



prize. This must be accomplished by responding to the communications of the marketing communications committee or staff. Should no response be received by the winner, the prize will be awarded to another club.

## Exclusions

The International Board of Directors and their families, Past International Presidents and their families, Past International Directors and their spouses, employees of Lions Clubs International and Lions Clubs International Foundation, and their families are excluded.

**Void where prohibited or restricted by law.**

## Waiver

As a condition of entering this sweepstakes, entrant agrees that: (1) under no circumstances will entrant be permitted to obtain awards for any losses or damages, and participant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and waives any and all rights to have damages multiplied or otherwise increased; (2) any and all disputes, claims and causes of action arising out of or connected with this sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket cost association with entering this sweepstakes, but in no event attorneys' fees.

By accepting a prize, winner agrees to release LCI, its directors, officers, employees and agents, including without limitation its advertising and promotion agencies, from any and all liability, loss or damages arising out of or in connection with the awarding, receipt, use or misuses of the prize or participation in any prize-related activities.

## Other Terms and Conditions

Lions Clubs International reserves the right to disqualify entrants who violate the rules or interfere with the sweepstakes in any manner. The decision of Lions Clubs International will be final in all matters pertaining to this sweepstakes.

The cash prize of two thousand US dollars (\$2000.00 USD) will be distributed in accordance with LCI policy and in accordance with the appropriate local rules and regulations.