

2010 Wave Review

World Waterpark Association



Award recognition: The Wave Review Award winners will receive their plaques and be photographed during a specially designated time during the 30th Anniversary Symposium & Trade Show, Oct. 6-10, Hyatt Regency River Walk, San Antonio, Texas, U.S.A.

Judging: Entries will be judged against other entries in their attendance level. The judging criteria consist of originality, creativity, innovation and overall excellence in marketing. Only one entry per park per category will be evaluated.

Eligibility: Entrants must be a current WWA member at the time of receipt of the entry. Third party representatives may submit entries on behalf of a current WWA member.

Deadline: All entry materials must be received in the WWA office by July 21, 2010. No entry fee is required.

How to Enter

- **Preferred submission format**— entries may be submitted electronically by placing PDFs, JPEGs or other electronic files onto a DVD or CD. Each file should be clearly labeled with the park and category name and attendance classification, i.e. Big Fun Waterpark Billboard Up to 50,000. All entered categories should be combined onto one disk if possible, along with a completed entry form.
- **Hard copies will still be accepted if not submitting electronically.** Please send two, unmounted copies of the media you are entering. Label each entry on the back with park name, attendance classification and category being entered. Fill out a separate entry form for each category. Photocopies are acceptable. Entries may be combined into one package for shipping purposes.
- **For web site entries,** please print your park's full web site address in the line provided in the Category section to the right.
- **New this year** is a category for Social Media Campaign. This includes any promotions, safety messages, or general marketing sent to customers using social media sites like Twitter, Facebook or other platforms.





ENTRY FORM

Please complete the following form and submit your entry to:

WWA Wave Review
8826 Santa Fe Dr., Suite 310
Overland Park, KS 66212 USA

Park name: _____

Contact name: _____

Park address: _____

City: _____ State: _____

ZIP code: _____ Country: _____

Phone: _____ Fax: _____

E-mail address (required): _____

Attendance classification Please check the appropriate attendance category:

- Up to 100,000 annual attendance
- 100,000 to 250,000 annual attendance
- 250,000 or more annual attendance

Categories Please check the appropriate category:

- Billboard
- Brochure
- Direct mail
- Email campaign
- In-park promotion
(please send a description of your promotion)
- Poster
- Press kit/media kit
- Print media
(Newspaper/magazine advertisements)
- Radio commercial*
- Social media campaign
- TV commercial*
(over 25 seconds in length)
- Web site (provide address)

*Please submit radio commercials on CD; submit TV commercials on DVD or 1/2-inch VHS format.

Release

WWA will be making radio and TV commercial entries available to Association members so they can see examples of the great works our members create! Please sign below to grant your permission for WWA's consideration in using your radio commercial tape or TV commercial tape for reproduction and distribution to members.

Signature: _____

Name (please print): _____

Title: _____ Date: _____

If you are a third-party representative please provide name and phone number or e-mail address.

Name: _____ Phone or e-mail: _____

Entry deadline is July 21!