



"All of us here think that this is the best-organized competition we've ever experienced. Thanks for your hard work!"

**2009  
SPOTLIGHT AWARDS™  
PRINT, VIDEO & WEB  
COMPETITION**

**ENTRY DEADLINE:**

**SEPTEMBER 11, 2009**

With Extension Fee: **September 25, 2009**

# CALL FOR ENTRIES

**8 OF THE TOP 10  
FORTUNE 500 FIRMS  
HAVE JOINED LACP  
COMPETITIONS**

**Those in the Top 100 Include:**

- Exxon Mobil (1) · Wal-Mart (2)
- Chevron (4) · Ford Motor (5)
- GE (7) · Citigroup (8) · AIG (9)
- IBM (10) · H-P (11)
- Bank of America (12)
- Home Depot (14)
- McKesson (16) · Verizon (18)
- Altria (20) · State Farm (22)
- P&G (24) · Dell (25)
- Boeing (26) · Costco (28)
- Pfizer (31) · J&J (32)
- MetLife (35) · WellPoint (38)
- AT&T (39) · Time Warner (40)
- Lowe's (42) · United Tech. (43)
- Walgreen (45) · Wells Far. (46)
- Intel (49) · Lockheed (52)
- Motorola (54) · Caterpillar (55)
- Archer Daniels Midland (56)
- Allstate (58) · Sprint Nextel (59)
- Lehman (62) · Disney (63)
- Prudential (64) · Sysco (68)
- American Express (69)
- DuPont (73) · Johnson Co (75)
- Delphi (77) · Hartford (78)
- Tyson Foods (80) · Cisco (83)
- HCA (84) · Federated (87)
- Coca-Cola (89) · Aetna (91)
- MassMutual (92) · Abbott (93)
- Comcast (94) · Merck (95)
- Raytheon (97) · Nationwide (98)
- Washington Mutual (99)

**...and many, many more!**

**NEW FOR 2009  
FREE HOSTING OF WINNING ENTRIES  
A \$100 VALUE**

Summer 2009

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2009 Spotlight Awards, the nation's most trusted and popular metrics-based print, video & web competition.

From **Aetna to Wells Fargo, Toyota to Sony**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, more than 1,200 competed in the Spotlight Awards last year alone.

**Here's your chance to earn recognition for your hard work in communications.** The 2009 Spotlight Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2009 Spotlight Awards is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The **Call for Entries ends September 11, 2009.**  
(September 25 with late fee.)  
So don't delay; be sure to submit your entry today!

Best of luck,  
*Christine Kennedy*  
Christine Kennedy  
LACP Competition Director

**BY THE NUMBERS**

- **1,250** Total number of entries last year.
- **100** Number of top entrants ranked.
- **26** Number of categories in which to win.
- **25** Percent of entries honored.
- **5** Number of agencies recognized as the year's very best.
- **0** Number of competitions more esteemed than the Spotlight Awards.





# 2009 SPOTLIGHT AWARDS

## PRINT, VIDEO & WEB COMPETITION

# QUESTIONS AND ANSWERS

### DO I HAVE TO BE BASED IN THE UNITED STATES IN ORDER TO ENTER?

Non-U.S. based organizations are welcome to apply. We regularly receive entries from Austria, the Benelux, Bermuda, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Mexico, New Zealand, Norway, Saudi Arabia, South Africa, Sri Lanka, Switzerland, Turkey, and the U.K.

### WHEN MUST I HAVE CREATED MY MATERIALS?

Materials must have either been developed or disseminated during 2009. Materials developed and/or disseminated after September 30, 2008 and still utilized through part of 2009 are also eligible.

**HOW SHOULD I SUBMIT MY ENTRY?** Entries can be submitted in both hard- and soft-copy formats. Acceptable soft-copy formats include PDFs, HTML, Word documents, and popular video- and audio-file formats submitted on CD-ROM, 3.5" disk, DVD, or CD. Contact us if you need to use an alternative entry medium. Cover letters are welcome but not required. [Only one copy of the materials needs to be provided.](#)

**HOW DOES JUDGING OCCUR?** Award results are based on the judging of submissions within peer-level competition classes. They are determined according to company size, annual revenue, and other pertinent factors. Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score, based on a 100-point scale, is then determined. Your Results Kit will provide full details.

**DO I HAVE TO BE AN LACP MEMBER TO ENTER?** Not at all. All are welcome.

**SHOULD I INCLUDE A COVER LETTER?** While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics.

**HOW DO COMPETITION CATEGORIES WORK?** All entrants are required to enter the Overall category—this is where the heart of competition takes place primarily among organizations of similar size and means. If you believe your entry stands out in any of the other achievement categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion.

**ARE LATE ENTRIES ACCEPTED?** Yes, through September 25, 2009.

**HOW IMPORTANT IS IT THAT MY ENTRY BE ACCURATE?** We assume your entry form is 100% accurate and will use the spellings and style you designate on all feedback materials you receive from us. Demographics requested on the competition entry form are submitted on the honor system but are subject to third-party verification.

**LEGAL INFORMATION:** Fortune, Fortune 500 and Fortune 1000 are registered trademarks of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs. International entrants are responsible for all customs duties and taxes and will be charged back with a nominal processing fee as applicable.

### HOW TO ENTER IN THREE EASY STEPS

- 1) Package Your Materials.** Carefully package one (1) copy of the materials being judged for your company or client. Please avoid stapling or paper-clipping anything to the front cover of any print publication since all entries will be scanned.
- 2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.
- 3) Mail Your Entry.** You're done! Entries must be postmarked by the deadline—we do not need to receive it by then.



### IMPORTANT DATES

- September 11, 2009:** Deadline to mail entries.
- September 25, 2009:** Deadline to mail entries with late fee.
- October 26, 2009:** Winners announced online; kits FedExed.



# League of American Communications Professionals

11622 El Camino Real, Suite 100 • San Diego, CA 92130

## 2009 SPOTLIGHT AWARDS PRINT, VIDEO & WEB COMMUNICATIONS COMPETITION ENTRY FORM

**INSTRUCTIONS:** Simply complete this entry form and submit it along with one set of communications materials to be judged and, optionally, a one- or two-page cover letter summary. Materials should be mailed to LACP at the above address by Sept. 11, 2009 (Sep. 25 with \$50 late fee). Agencies are welcome to submit entries on their clients' behalf. Winners will be announced October 26, 2009 at [www.lacp.com](http://www.lacp.com) & via FedEx.

ENTRY FORM

### 1 COMPANY SIZE (AGENCIES: SIZE OF CLIENT ORGANIZATION)

Up to 100 employees     100 - 1,000 employees     1,000 - 10,000 employees     10,000+ employees

### 2 GROSS REVENUE (BANKS: ASSETS, GOV'T: BUDGET) (AGENCIES: REVENUE OF CLIENT ORGANIZATION)

Up to \$10 million     \$10 - \$100 million     \$100 million - \$1 billion     \$1+ billion

### 3 PROJECT NAME: \_\_\_\_\_

### 4 SELECT ONE: FORMAT OF COMPETITION MATERIALS

#### Print-Based Communications Materials

Advertisement/Ad Series     Annual Report     Article     Book/Booklet     Brochure     Calendar     Guide/Toolkit  
 Magazine/Newsletter     Mailer     Press/Media Kit     Presentation/Speech     Press/News Release     Other: \_\_\_\_\_

#### Web/E-Mail-Based Communications Materials

E-Mail-Based Feature     Multimedia/Interactive     Newsletter/Magazine     Web/Intranet Site    URL: \_\_\_\_\_

#### Video- & Audio-Based Communications Materials

Podcast     Organizational Video     Commercial/Ad/PSA     Product/Service Video     Testimonial/Case Study     Other: \_\_\_\_\_

#### Other Communications Materials - Unlisted/Multiple/Mixed Media Formats

CD-ROM     Conference/Meeting/Special Events     Multi-Format Communications Materials     Other: \_\_\_\_\_

### 5 COMPETITION CATEGORIES (SEE Q&A ON PAGE 2 FOR DETAILS)

**OPTION A: ENTER ALL COMPETITIONS, RECEIVE ALL \* RESOURCES/SERVICES & SAVE 50% (CHECK  HERE & COMPLETE ONLY 9-10)...** \$ 350

**OPTION B: PICK ENTRY CATEGORIES, RESOURCES & SERVICES A LA CARTE (COMPLETE ALL STEPS BELOW)**

Overall Entry Fee—Required\*\* (Save \$25 by mailing/shipping your entry before August 29) ..... \$ 225

#### OPTIONAL: SPECIAL ACHIEVEMENT CATEGORIES

<input type="checkbox"/> Best Visual Design .....	\$ 30	<input type="checkbox"/> Best Debut (new or re-designed, less than one year old) .....	\$ 30
<input type="checkbox"/> Best Narrative Content .....	\$ 30	<input type="checkbox"/> Most Creative .....	\$ 30
<input type="checkbox"/> Most Inspirational .....	\$ 30	<input type="checkbox"/> Most Engaging .....	\$ 30
<input type="checkbox"/> Most Improved (include sample of previous edition) .....	\$ 30	<input type="checkbox"/> Best In-House Materials (50%+ Developed In-House) .....	\$ 30
		<input type="checkbox"/> Best Agency Materials (50%+ Developed by Agency) .....	\$ 30

### 6 LACP WINNERS' GALLERY

Yes, should my materials win an award, please include it in the online gallery and for related promotional use ..... FREE  
 No thanks, please only list my company name ..... FREE

#### OPTIONAL: LACP MEMBERSHIP & PR TOOLS 2008 BUNDLE — SAVE 60%

Yes, please provide me with a one-year LACP membership and access to PR Tools 2008 on CD. .... \$ 120

### 7 TOP 100 PARTICIPATION

Yes, please consider my entry for the Top 100 Communications Materials of 2009. .... FREE  
 No thanks, please don't consider my entry ..... FREE

### 8 OPTIONAL: NARRATIVE EVALUATION OF MATERIALS — SPECIAL OFFER

Yes, return a marked-up edition of my materials with feedback and best practices tips ([learn more at www.lacp.com/evaluation](http://www.lacp.com/evaluation)) ..... \$ 100

### 9 ORGANIZATION & AGENCY INFORMATION

Company: \_\_\_\_\_ Company Ticker Symbol: \_\_\_\_\_ Company URL: <http://> \_\_\_\_\_

Agency: \_\_\_\_\_ Agency URL: <http://> \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact is with:  Company  Agency

Contact Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### 10 METHOD OF PAYMENT (Visa/Mastercard/American Express/Discover Accepted. Invoice Terms: Net 30)

Credit Card:           Exp:   Signature: \_\_\_\_\_

Check (enclosed, payable to LACP)     Bill me (Purchase Order number, if necessary: \_\_\_\_\_)

#### MAILING CHECKLIST

Have you included:  One copy of your competition materials.  (Optional) A cover letter/summary on the development, distribution, and utilization of the communications materials.  Payment details. **\*\*\* Overnight deliveries can be addressed to the attention of Christine Kennedy**

\* Except Narrative Evaluation. \*\* Submissions from outside the U.S. and Canada are subject to a surcharge to cover international FedEx shipping costs. The fee is \$50 for the first submission; \$0 for each thereafter.



# 2009 SPOTLIGHT AWARDS

## PRINT, VIDEO & WEB COMPETITION

**Gain the recognition you've earned.**

**Why the 2009 Spotlight Awards is the Best Yet.**

### Statuettes Recognize Platinum Award Winners

- Custom-Engraved to Recognize Your Accomplishment

### Full-Blown Results Kits

- 12+ Pages of Competition Coverage & Individual Metrics

### Online Winner's Gallery

- The Most Extensive : Profiles on Each Winning Submission

### Award Certificates for All Honorees

- Designed for Framing, Embossed with Gold Seal

### Downloadable Winner's Logos

- Always Accessible and Ready for Print or Web Production



**Top 100 is Back!**

Will your submission be recognized as one of the Top 100 of 2009?

**Enter the Industry's  
Largest Print, Video & Web  
Communications Competition!**

*With Extension Fee: September 25, 2009*

**SEPTEMBER 11, 2009**

**ENTRY DEADLINE:**

**2009  
SPOTLIGHT AWARDS  
PRINT, VIDEO & WEB  
COMPETITION**



**CALL FOR ENTRIES**

11622 El Camino Real, Suite 100  
San Diego, CA 92130

