

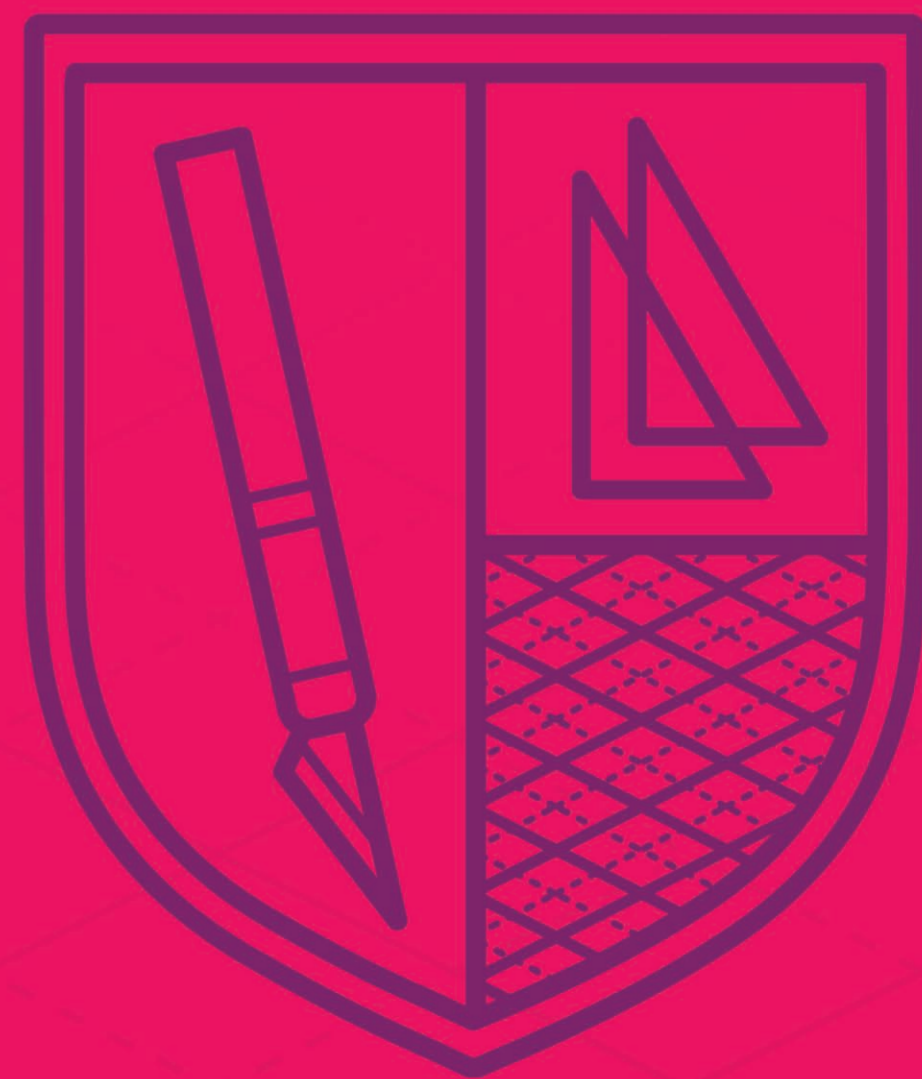
Keene

CREATIVE CLUB



CALL FOR
ENTRIES

2016 AMERICAN
ADVERTISING AWARDS



FOR EVERYONE BUT THE COMMONERS.

Do you have what it takes to belong? Have you the proper pedigree and regal refinement? Have you paid your dues? If so, you're ready to mingle with society's elite at the Regency C.C. – a Creative Club reserved for the upper crust in Central Minnesota's advertising high society.

Join the annual private party for the well-heeled at the Regency Plaza in historic downtown St. Cloud – and experience an evening of creative culture and fierce competition for ADDYs. For those who belong, membership has its awards. So enter soon, because winning, wining, and dining await on February 13, 2016.

ELIGIBILITY

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2015. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market) of the entrant.

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

NOW ACCEPTING MEMBERSHIP APPLICATIONS.

HOW TO ENTER

Visit ADFEDCENTRAL.COM/ADDYS2016, click on the ADDY link. Make sure you credit the members of your creative team, so they will be recognized properly at the awards show and in press releases and other AAF winner publications.

MANIFEST FORM

After filling out entry forms online for each of your entries, you will be required to sign a Manifest Form, listing all of your entries. This form states that by signing below you:

1. Verify the above information is accurate.
2. Acknowledge proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of material).
5. Verify the entry was created within the local MSA of the competition.

MOUNTING INSTRUCTIONS

When you've completed your online entry forms and your overall Manifest Form, you can find convenient, clear, visually stimulating instructions at ADFEDCENTRAL.COM/ADDYS2016. We'll show you how to mount and submit your entries so they're all set for our local judging and show, as well as their journey all the way to national competition. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY show.

ALL ENTRIES MUST

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a complete, signed form as well as payment in full.
- Conform to defined submission requirements.
- Conform to all copyright laws.

FOR THE UNIVERSITIES.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students.

All work submitted in the Student ADDY Competition is subject to the same rules and guidelines and submission requirements as the professional ADDY Competition. Please read the requirements found at ADFEDCENTRAL.COM carefully.

Please note: Return of entries is NOT guaranteed. Comps, original photographs, illustrations, etc., all become the property of the AAF and will not be returned.

Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

ALL ENTRIES MUST

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions.
- Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student interns are eligible.

DO PAY YOUR DUES.

PROFESSIONAL

Single Entry (AdFed Member)	\$50.00
Single Entry (Non-Member)	\$90.00
Campaign Entry (AdFed Member)	\$90.00
Campaign Entry (Non-Member)	\$150.00

STUDENT

Single Entry (AdFed Member)	\$30.00
Single Entry (Non-Member)	\$40.00
Campaign Entry (AdFed Member)	\$45.00
Campaign Entry (Non-AdFed Member)	\$60.00

MOVING UP THE LADDER.

PROFESSIONAL & STUDENT AUTO-FORWARDING

If your entry wins a Gold ADDY at the local show, it will be automatically forwarded to the district competition with fees paid by AAF-Central Minnesota. Should the entry win Gold again at District level, it will be forwarded to the national competition with fees paid by the 8th District.

If your entry is awarded a Silver ADDY at the local or District level, you may choose to compete in the next competition level. A fee of \$75 for professionals or \$20 for students is required in order for your entry to be forwarded.

QUESTIONS ARE ALLOWED, BUT ONLY FOR NOMINAL FEE.

Should you need diamond Jeweler recommendations or assistance submitting your RCC membership application, please have your people correspond with the Club Coordinators using the below contact info:

Andrea Yurczyk - Andrea.Yurczyk@gmail.com - 320-293-5853

Alison Schroeder - ASchroeder@leightoninteractive.com - 320-260-2901

ENTRIES DUE 1.22.2016

Deadline for entry submission is the twelfth hour on the 22nd day of January. Please mail or deliver your entries on-foot to one of our two locations:

Alison Schroeder
Leighton Interactive
619 West Saint Germain St.
St. Cloud, MN 56301

Lacey Schirmers
Great Theatre
710 Sundial Dr
Waite Park, MN 56387

FORMAL INVITE TO THE GALA TO FOLLOW.

IT'S HARD TO FIND GOOD HELP THESE DAYS.

The Regency Creative Club would like to raise a toast to this year's gala sponsors:

meta13 interactive

continental
faster, better, smarter printing

GUYTANO MAGNO
PHOTOGRAPHY

Fredrikson
& BYRON, P.A.

★ ADVENTURE™

To add your name to this elite group, contact Amy Imdieke at amy_imdieke@yahoo.com.

ADFEDCENTRAL.COM/ADDYS2016

AMERICAN
ADVERTISING
AWARDS

HOW YOU DRESS IS
MUCH MORE IMPORTANT
THAN HOW YOU ACT.

