

2013 Brass Ring Awards: Live Entertainment Excellence

DEADLINE: AUGUST 1, 2013



2013 Brass Ring Live Entertainment Excellence

2013 Brass Ring Awards: Live Entertainment Excellence,
recognizing entertainment performances that REALLY perform!

Our Mission:

To recognize and honor the critical role entertainment plays in this industry, and to acknowledge the most outstanding examples of live entertainment in our member parks, family entertainment centers, zoos, aquariums and attractions. IAAPA is proud to present this program and contribute to the awareness and promotion of entertainment within our industry and membership.

Eligibility:

Only members of the International Association of Amusement Parks and Attractions (IAAPA) in good standing are eligible to compete in the 2013 Brass Ring Awards for Live Entertainment Excellence Program. All entries must have been made for or running in an IAAPA member facility between September 2012 and August 2013 using performers working during that same time frame. Short-term, seasonal shows will be considered along with productions that are presented on an on-going basis. There will be no distinction between contract or turn-key shows and "in-house" productions. All entries become the property of IAAPA and will not be returned.

Judging Criteria:

Individuals will be evaluated based upon quality of talent, stage presence, character personality, and personal appearance. Productions will be evaluated based upon show content, quality of talent, technical and design quality, and overall production value. A panel of entertainment professionals will evaluate all entries. Each entry will be judged based upon the criteria given, as well as overall excellence and creativity. Judges decisions are final. 2013 Brass Ring Awards: Live Entertainment Excellence is organized and administered by the 2013 IAAPA Entertainment Committee:

- Wendy Abraham, Walt Disney Parks & Resort
- Cindy Altland, Hersheypark
- Todd Houglund, Ocean Park, Hong Kong
- Robbi Lepre, Busch Gardens Tampa – Committee Chair
- Jeremy Pancoast, LEGOLAND® Florida
- John Ruisch, Jora Entertainment.
- Ryan Stana, RWS and Associates

Categories:

You may enter as many of your productions as you want, but each production may only be entered in one category.

1. **Best Atmosphere/Street Show Performance/Act:** Awarded to the most outstanding nominated "street" performer—or atmospheric act for the year.
2. **Best Live "Edutainment Show":** Awarded to the most outstanding nominated production with an educational element (animal, nature, science, etc.).
3. **Best Sports Show:** Awarded to the most outstanding nominated production involving sports talent (diving, extreme sports, water ski, stunts, gymnastics etc.).
4. **Best Overall Production: \$25,000 or less:** Awarded to the most outstanding nominated production for the year with a budget of \$25,000 or less.

5. **Best Overall Production: \$25,001 – \$50,000:** Awarded to the most outstanding nominated production for the year with a budget of \$25,001 to \$50,000.
6. **Best Overall Production: \$50,001 – \$100,000:** Awarded to the most outstanding nominated production for the year with a budget of \$50,001 – \$100,000.
7. **Best Overall Production: \$100,001 – \$200,000:** Awarded to the most outstanding nominated production for the year with a budget of \$100,001 – \$200,000.
8. **Best Overall Production: \$200,001 – \$400,000:** Awarded to the most outstanding nominated production for the year with a budget of \$200,001 – \$400,000.
9. **Best Overall Production: \$400,001 – \$700,000:** Awarded to the most outstanding nominated production for the year with a budget of \$400,001 – \$700,000.
10. **Best Overall Production: \$700,001 – \$1,000,000:** Awarded to the most outstanding nominated production for the year with a budget of \$700,001 – \$1,000,000.
11. **Best Overall Production: \$1,000,001 or more:** Awarded to the most outstanding nominated production for the year with a budget of \$1,000,001 or more.
12. **Heartbeat Award:** Sponsored by Heartbeat Productions. (Note: This is not a separate submission category) Each entry received in categories 1–11 will be additionally judged for the Heartbeat Award. Sponsored by **Heartbeat Productions**, this award will be presented to the show which demonstrates the most "heart" in the production, regardless of budget size.
13. **Spirit Award:** Awarded to the most outstanding person who works behind-the-scenes to support high-quality entertainment value of the nominating attraction. Nominees may include but are not limited to stage managers, technicians, dressers, wardrobe professionals, scenic artists, theatrical designers, or ushers. The nominated individual must have set the example of "excellence" and have demonstrated a positive attitude and an exemplary work ethic. The winner of the Spirit Award will receive a \$500 award sponsored by **RWS and Associates Entertainment, Inc.**
14. **Best Female Performer:** Awarded to the most outstanding nominated female live show performer for the year. The winner of the Best Female Performer will receive the Elaine M. College Entertainer Award and receive a \$500 award sponsored by **SeaWorld Parks and Entertainment.**
15. **Best Male Performer:** Awarded to the most outstanding nominated male live show performer for the year. The winner of the Best Male Performer will receive the Elaine M College Entertainer Award and will receive a \$500 award sponsored by **SeaWorld Parks and Entertainment.**

Awards Presentation:

The winners of the prestigious Brass Ring Awards for Live Entertainment Excellence will be announced on Wednesday, Nov. 20, 2013 at the Brass Ring Awards ceremony, which will be held during the IAAPA Attractions Expo in Orlando, Florida, USA. Finalists in each category will be notified one month prior to the awards. We encourage all to attend and participate in the awards ceremony.

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Entry Deadline: Nominations are due no later than August 1, 2013.

Entry Format and Content:

1. DVDs submitted must be MPEG video files recorded on a DVD-R in NTSC format, with North American Regional 1-coding or no regional coding. Please test your DVD-R to be sure it can be properly viewed on a standard DVD Player (not a computer) that is able to playback DVD-R NTSC format for Region 1 or No Regional coding. Any DVD that is unable to be played will not be judged.
2. Please place all DVDs in a separate hard case or DVD box.
3. Please do NOT send promotional DVDs or promotional materials as your submission.
4. Each DVD should be marked with a permanent ink marker or imprinted with the following information (paper labels get jammed in some machines):
 - Submission Category Number and Title
 - Name of the Park/Attraction
 - Name of the Show or Name of Performer
 - Name, phone number, and e-mail address of the contact person submitting the nomination
5. The quality of the video itself is important as it relates to how well the production or individual can be evaluated. Entries with insufficient lighting, audio, or perspective will make it difficult to fairly adjudicate. Recording video with a hand-held camera is appropriate and acceptable, especially for individual nominees. It is important to be able to recognize which performer's talent is to be evaluated with any submissions for Best Male and Best Female Performer.
6. Submit facility logo, a representative photo in landscape format for each submission, venue and/or show logo in JPEG format on a separate DVD marked as **Media Materials**.
7. For the 1-minute highlight video the preferred format would be a high-definition pixel count of 1920 x 1080 or 1280 x 720. Most any codec will do (H.264, Quicktime, AVI, etc.) but the quality of the file should be high resolution, as winning videos will be played back on very large screens during the program. Mark as **Edited Highlight**.
8. All media must be capable of being reproduced and may be used for educational and promotional purposes for IAAPA members.

Steps for Submitting Entries to the IAAPA Brass Ring Awards: Live Entertainment Excellence

1. Choose what shows or performers you wish to submit as entries. Keep in mind that a show can only be submitted in one category.
2. Determine what category the show or performer fits into best. You will be able to determine which budget category your show best fits after you fill out the budget worksheet.

FOR CATEGORIES 1–11:

- a. Film or videotape the full-length version of the entire show of any show/production you wish to submit.
- b. For each show entry, make 3 exact copies of the FULL SHOW on a DVD-R MPEG Region 1 NTSC format. Make sure that you test each DVD to ensure that the DVD will play on a conventional DVD player (not a computer).
- c. Each DVD should be marked with a permanent marker or imprinted with the following information (paper labels get jammed in some machines):
 - Submission Category Number and Title
 - Name of the Park/Attraction
 - Name of the Show or Name of Performer/Act
 - Name, phone number, and e-mail address of the contact person submitting the nomination
 - Mark these 3 DVDs: **Full Show**

- d. Edit a One-Minute Highlight of the show to be put on 1 separate DVD. This edited highlight DVD should be marked with a permanent marker or imprinted with the following information (paper labels get jammed in some machines):
 - Submission Category Number and Title
 - Name of the Park/Attraction
 - Name of the Show or Name of Performer/Act
 - Name, phone number, and e-mail address of the contact person submitting the nomination
 - Mark this DVD: **Edited Highlight**
- e. Create 1 additional DVD with JPEG images of one or more representative show photos and a JPEG version of the park/attraction logo. If available also include the show logo and/or venue logo. This DVD should be marked with a permanent marker or imprinted with the following information (paper labels get jammed in some machines):
 - Submission Category Number and Title
 - Name of the Park/Attraction
 - Name of the Show or Name of Performer/Act
 - Name, phone number, and e-mail address of the contact person submitting the nomination
 - Mark this DVD: **Media Materials**
- f. Submit 3 copies of the "Full Show" DVD and 1 copy each of the "Edited Highlight" and "Media Materials" DVD. Both the "Edited Highlight" and "Media Materials" DVD's should be rubber-banded together.

FOR EACH ENTRY IN CATEGORIES 1–11:

- a. Fill out the Nomination Entry Form and Budget Worksheet (as required). Print and make 3 copies.
- b. Rubber-band the 3 copies of the "Full Show" DVDs and 3 copies of forms together.
- c. Put all 5 properly labeled DVDs (3 Full Show, 1 Edited Highlight, and 1 Media Materials) in an envelope. Mark this envelope with the following information:
 - Submission Category Number and Title
 - Name of the Park/Attraction
 - Name of the Show or Name of Performer/Act
 - Name, phone number, and e-mail address of the contact person submitting the nomination

FOR CATEGORIES 4–11, BEST OVERALL PRODUCTION IN A SPECIFIC BUDGET CATEGORY:

- a. For Best Overall Production submissions, a budget worksheet must be submitted. The budget worksheet is designed to allow you to appropriately place your production in the proper budget category. This allows productions within a specific budget range to compete with similarly budgeted productions (Refer to Budget Worksheet for more information).
- b. Budgets are to include:
 - Production Costs: up-front "dedicated" costs of applicable show development for initially creating and presenting the show including creative, design, musical production, scenery, lighting, costumes, etc. This should not include production costs or capital costs for the venue that are not exclusive to the show production. For example, improvements to the lighting system or audio system in the venues that are used by more than this production.
 - Operational Costs: performance and technical labor, consumables, etc. for a four-week period reflecting your maximum operating schedule. If the show runs less than, or more than four weeks, please prorate or extrapolate your daily or weekly costs to add up to four weeks. This allows for a more level ground to base the scale of the production costs.

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- If exact dollars cannot be shared (for proprietary reasons), the nomination should include a breakdown of percentages between all production and all operational considerations. Percentage of total production costs: i.e. \$100,000.
 - Productions expenses for turn-key productions.
- c. All international financial criteria should be translated into U.S. currency as best as possible for the purpose of determining appropriate budget category.
- d. Any and all submitted financial information will be considered confidential and not shared beyond the scope of adjudicating these productions.

CATEGORY 12 – HEARTBEAT AWARD

No additional entry information or submissions are necessary for the Heartbeat Award, as all show submissions may be considered for this award.

CATEGORY 13 – SPIRIT AWARD – FOR EACH NOMINEE:

- a. Submit 1 copy of a brief essay that highlights the qualities of the “behind-the-scenes” nominee and their contributions to the quality entertainment value of the nominating attraction. The essay should give some specific examples demonstrating the nominee’s positive attitude, exemplary work ethic, and commitment to excellence. You may include written testimonials or endorsements for the nominee.
- b. Record and edit a brief video (1-3 minutes) of the nominee making a “Personal Statement.” This “Personal Statement” is intended to allow the nominee and his/her supporter(s) to express themselves about what the nominee does and which of his/her behaviors and attitudes exemplify the essence of the Spirit Award. You may also include video testimonials or footage of the nominee performing his/her job responsibilities.
- c. Make 2 DVD copies of the Spirit Award Video Statement. These DVDs should be marked with permanent marker or imprinted with the following information (paper labels get jammed in some machines):
- Spirit Award
 - Name of the Nominee
 - Name of the Park/Attraction
 - Name, phone number, and e-mail address of the person submitting the nomination

Also include on these DVDs

- A One-Minute Edited Highlight of the Personal Statement. Please start and end this 1 minute highlight with a still shot or photo of the Spirit Award nominee with his/her name and the name of the park/attraction superimposed or otherwise visible in the photo or still shot.
- d. Submit 1 additional DVD, with one or more photos in JPEG format of the following
- Spirit Award nominee
 - Nominee’s attraction/park logo
- e. For each Spirit Award entry,
- Fill out Nomination Entry Form.
 - Submit brief written essay.
 - Include 1 DVD with the Spirit Award Personal Statement and with the One-Minute Edited Highlight of Personal Statement.
 - Include 1 DVD with JPEG photo(s) of nominee and a JPEG of park/attraction logo.
 - Place the 2 DVDs and paperwork together in envelope. Mark this envelope with the following information:
 - > Spirit Award
 - > Name of Nominee
 - > Name of park/attraction
 - > Name, phone number, and e-mail address of the person submitting the nomination

- Mail or express ship in your Spirit Award entry in an additional exterior envelope. The Spirit Award should be submitted separately from submissions in other categories.

FOR CATEGORIES 14 AND 15, BEST FEMALE AND MALE PERFORMER:

- f. Create a DVD of a 3-minute segment highlighting performer. Make sure it is clear which performer is being nominated and that his/her talent is being highlighted in the video. The performer nominated should be performing live.

For each entry, make 3 copies of the 3-minute segment on a DVD-R Region 1 NTSC format. Mark the performance DVD with a permanent marker or imprinted with the following information (paper labels get jammed in some machines):

- Submission Category Name and Category Number
 - Name of Performer
 - Type of Performer (Vocalist, Musician, Singer/Dancer, Dancer, Ventriloquist, etc.)
 - Name of the Park/Attraction
 - Name, phone number, and e-mail address of the person submitting the nomination
 - Mark these 3 DVDs: **3-Minute Performer Segment.**
 - Record and edit a 1-minute video of the performer making a personal statement. This statement is intended to allow the performer to express who they are, what they do, and why that is important to them. This “Personal Statement” should be included on the same DVD as the “3-Minute Performer Segment”.
- g. Make 1 DVD with the following:
- Edit a One-Minute Highlight of the performer segment/personal statement.
 - Please start and end this 1 minute highlight with a still shot or photo of the performer with his/her name and the name of the park/attraction superimposed or otherwise visible in the photo or still shot. Mark this DVD with “Edited Highlight” and include the same information as above.
- h. Create 1 additional DVD with JPEG images of one or more representative photos featuring the performer and a JPEG version of the park/attraction logo and, if available, the show logo and venue logo. Mark the performance DVD in permanent marker or imprinted with the following information (paper labels get jammed in some machines):
- Submission Category Name and Category Number
 - Name of Park/Attraction
 - Name of the Show or Name of Performer
 - Name, phone number, and e-mail address of the person submitting the nomination
 - Mark this DVD as: **Media Materials**

FOR EACH PERFORMER ENTRY:

- Fill out Nomination Entry Form, make 3 copies.
- Take 3 copies of the “3-Minute Performer Segment” with the “Personal Statement” DVDs and 3 copies of forms and rubber-band together.
- Put the “3-Minute Performer Segment” DVDs and forms together with the one “Edited Highlight” DVD and one “Media Materials” DVD in an envelope. Mark this envelope with the following information:
 - > Category
 - > Name of Performer
 - > Name of Park/Attraction
 - > Contact Person’s Name
 - > Phone Number and E-Mail Address.
- Mail or express-ship in your submission in an additional exterior envelope/package. You may place more than one entry in the shipping envelope or package. Just make sure each entry is packaged in their own envelope.

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BUDGET WORKSHEET (Required for Categories 4–11)

Staple this completed worksheet to entry form for all entries in Categories 4–11. If exact dollars cannot be shared (for proprietary reasons), the nomination should include a total dollar amount with a breakdown of percentages between production and operational expenses. Calculations should be broken down as if this were a 1st year production, which would include costs of all scenery, props, costumes, etc.

IAAPA Member ID: _____

Name of Show: _____

Member Park/Attraction: _____

I. For Categories 4–11: (Please check one)

Select appropriate category based on budget level determined below.

- Category 4: Best Overall Production: Budget of \$25,000 or less
- Category 5: Best Overall Production: Budget of \$25,001 – \$50,000
- Category 6: Best Overall Production: Budget of \$50,001 – \$100,000
- Category 7: Best Overall Production: Budget of \$100,001 – \$200,000
- Category 8: Best Overall Production: Budget of \$200,001 – \$400,000
- Category 9: Best Overall Production: Budget of \$400,001 – \$700,000
- Category 10: Best Overall Production: Budget of \$700,001 – \$1,000,000
- Category 11: Best Overall Production: Budget of \$1,000,001 or more

II. Production Costs:

To be calculated as though this were the sole production in the venue.

Please use U.S. dollars for all calculations.

1. **Director/Choreographer/Music Director:** \$ _____
2. **Scenery/Props/Special Effects:** (design, build, installation and all media production equipment). If scenic elements or music production elements are reused or re-purposed from a prior production, the true cost of this should be applied to the budget. \$ _____
3. **Technical:** (design & installation audio/lighting): \$ _____
4. **Costumes/Make Up/Wig Design:** \$ _____
5. **Music Development:** (arrangements, orchestrations, scores, studio fees, recording, install): \$ _____
6. **Show Creation & Development:** (scripting, writing, show creative): \$ _____

Total Production Costs (A): \$ _____

III. Operational Costs for the Production:

Based on a four-week period reflecting a maximum operating schedule.

Please use U.S. dollars for all calculations.

Payroll Expenses (Based as though personnel were employed solely for this production)

1. **Performers:** (Total amount required to operate this show for four weeks.) \$ _____
2. **Technical Staff:** (Total amount required to operate this show for four-weeks. Includes stage management, dressers, audio/lighting techs, special effects techs, stage hands.) \$ _____
3. **Consumables:** (confetti, pyro, props, give-aways, gels/lighting, make-up, special effects) \$ _____

Total Operational Costs (B): \$ _____

ADD

Total Production Costs from Line (A): (A) \$ _____

Total Operational Costs from Line (B): + (B) \$ _____

Total Show Cost (C): = (C) \$ _____

(Line C will determine which budget category to submit your show in.)

IV. Other Required Information

During the term of September 2010 through August 2011:

1. How many times per day is this show performed? _____
2. How many days per week is this show performed? _____
3. How many weeks during this term was this show performed? _____
4. Number of performers on stage for this production? _____
5. Number of technical staff off stage to run this production: _____
6. Is this a new, continuing, or returning production? Yes No

DO NOT fax or send partial entries.

Deadline to submit entries is August 1, 2013.

Staple this completed budget worksheet to each of the three copies of the entry form for all entries in categories 4–11. Submit three (3) copies of this form and all properly labeled support materials for each entry no later than August 1, 2013 to:

IAAPA Brass Ring Awards for Live Entertainment Excellence
1448 Duke Street, Alexandria
Virginia 22314 USA

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ENTRY FORM

Honoring performance and productions
between September 2012 and August 2013.

- **Instructions:** Submit three (3) copies of this form and all properly labeled support materials for each entry no later than **August 1, 2013** to:

IAAPA Brass Ring Awards: Live Entertainment Excellence

1448 Duke Street, Alexandria, Virginia 22314 USA

DO NOT fax or send partial entries.

- **General Information:** PLEASE TYPE or PRINT INFORMATION CLEARLY.

IAAPA Member ID: _____

Category Number and Title: _____

Name of Performance/Act or Show Production: _____

Attraction Name: _____

Contact Name: _____

Contact Title: _____

Contact E-mail: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Name of Production Company and Principle Contact and E-mail (If applicable):

Name: _____ E-mail: _____

If your Performer/Act or Show Production is selected as a finalist, we would like to contact the General Manager of your Park/Attraction. Please provide their name and e-mail address below:

Name: _____ E-mail: _____

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■ Category (Insert number of entries in box)

	<u>ENTRY FEE</u>
[] Category 1: Best Atmosphere/Street Show	\$25
[] Category 2: Best Live "Edutainment" Show	\$25
[] Category 3: Best Sports Show	\$25
[] Category 4: Best Overall Production: Budget of \$25,000 or less	\$25
[] Category 5: Best Overall Production: Budget of \$25,001 – \$50,000	\$25
[] Category 6: Best Overall Production: Budget of \$50,001 – \$100,000	\$25
[] Category 7: Best Overall Production: Budget of \$100,001 – \$200,000	\$25
[] Category 8: Best Overall Production: Budget of \$200,001 – \$400,000	\$25
[] Category 9: Best Overall Production: Budget of \$400,001 – \$700,000	\$25
[] Category 10: Best Overall Production: Budget of \$700,001 – \$1,000,000	\$25
[] Category 11: Best Overall Production: Budget of \$1,000,001 or more	\$25
[] Category 13: Spirit Award	\$25
[] Category 14: Best Female Performer	\$25
[] Category 15: Best Male Performer	\$25

■ Checklist for Submitting Entries

- Is each show entry submitted in only one category?
- Do you have one envelope per entry? Is this envelope properly labeled with Category Number and Title, Show Name or Performer/ Act Name, Name of member park/attraction and Contact Person, phone number and e-mail address?
- Did you make three (3) copies of the "Full Show" DVD's and place the entries in DVD cases.
- Did you edit a One-Minute Edited Highlight of each Show Production and place on one DVD marked "Edited Highlight"?
- Did you properly label your DVD's with Category Number and Title, Name of Production, Performer or Act, Name of member park/attraction and Contact Person phone number and e-mail address? Remember no paper labels.
- Do you have three copies of entry form for each submission and if applicable for categories 4–11, staple the budget worksheet to each of the three entry forms?
- Did you include ONLY ONE separate DVD marked "Media Materials" that includes any photos, park/attraction logos or show or venue logos. Is this single DVD properly labeled?

■ Application Fee Payment Information:

TOTAL Number of Entries Submitted: _____ × \$25 (USD) = TOTAL \$ _____

Facility Name: _____ Member ID: _____

Method of Payment:

Check # _____ **Charge:** VISA MasterCard AMEX Discover Card

Card Number: _____ Expiration Date: _____

Card Holder Signature: _____ CVC# (3 or 4 digit code) _____

Name As It Appears on Card: _____