

DEADLINE: AUGUST 10, 2012



2012 Brass Ring Marketing Excellence

IAAPA proudly announces the 2012 Brass Ring Awards: Top FECs of the World, recognizing the best family entertainment center operations in the industry.

This exciting competition gives IAAPA family entertainment center (FEC) members the opportunity to show the world how proud they are of their facility, share their operation techniques with their colleagues, be recognized for a job well done, have their facility featured in Funworld and FunExtra e-newsletter, and promote their facility as part of this prestigious group. Winners of the **2012 Brass Ring Awards: Top FECs of the World** will be announced at the Brass Ring Awards and also recognized at the FEC Reception at IAAPA Attractions Expo 2012 in Orlando, Florida, USA.

In addition to the information you provide, your facility will be judged based on a visit performed by a professional mystery shopper, who will evaluate your facility's performance from the customer's perspective as outlined in the Judging Criteria below.

Eligibility Criteria:

- Only IAAPA family entertainment center facility members in good standing (2012 membership dues must be paid in full at receipt of entry) are eligible to compete in the 2012 Brass Ring Awards: Top FECs of the World competition.
- Facilities must be open and in continuous operation for a minimum of three (3) years.
- All entries become the property of IAAPA and will not be returned.
- Only one entry per individual facility will be evaluated.
- Corporations may submit one entry for each of their individual facilities, but each facility must be an IAAPA member.
- For more information on membership, please contact IAAPA: +1 703/836-4800 or membership@IAAPA.org.

Judging Criteria:

- In addition to the information you provide, your facility will be judged based on a visit performed by a professional mystery shopper, who will evaluate your facility's performance from the customer's perspective in the areas of pre-visit telephone call, web site review, general appearance, staff hospitality, cleanliness, landscaping, attractions, food quality, state of repair, safety, service received, and more.
- Cause Related Marketing and how a facility adds social value to its community is a key judging criteria and a necessary component to be considered the Top FEC of the World. Please submit two (2) samples of cause related marketing and/or charitable activities supported by your FEC.
- For the purposes of fair competition, the size of the facility will not be considered in the judging process.

Entry Format and Content:

The following materials and documentation must be submitted for each entry:

- Entry form.
- Actual sample of your promotional materials/flyers.
- DVD or CD with only those photos of your attractions and amenities, listed on the entry form.

Entry Deadline:

The deadline to submit complete entries is **August 10, 2012**. Only entries with a complete entry form and all materials will be considered.

Award Announcement:

Winner(s) will be announced during the Brass Ring Awards and recognized at the FEC Reception on Wednesday, Nov. 14, during IAAPA Attractions Expo 2012.

- If there is more than one winner, winners will not be ranked or categorized and will be announced in alphabetical order.

SPECIAL THANKS

IAAPA would like to thank Amusement Advantage Inc. for providing the mystery shopping services for the 2012 Brass Ring Awards: Top FECs of the World.



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ENTRY FORM

■ General Information:

Name of Facility: _____

Name of Legal Owner: _____

Name of Person Submitting Entry: _____ Title: _____

IAAPA Member ID Number: _____

Facility Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____
PLEASE INCLUDE AREA/COUNTRY CODE AND NUMBER

Facility Web Site: _____

Social Media Site(s) URL(s): _____

■ Instructions: Complete this form and send it to:

IAAPA | Attn.: 2011 Brass Ring Awards: Top FECs of The World
1448 Duke Street | Alexandria, Virginia 22314 USA

DO NOT fax or send partial entries.

Deadline to submit entries is August 10, 2012.

OWNERSHIP (SELECT ONE):

- Franchise
 Single facility
 Part of a group of ____ facilities

FACILITY TYPE (SELECT ONE):

- Indoor
 Outdoor
 Indoor/Outdoor

ATTRACTIONS AND FACILITIES (SELECT ALL THAT APPLY):

- | | |
|---|---|
| <input type="checkbox"/> Go-kart track | <input type="checkbox"/> Paintball field |
| <input type="checkbox"/> Miniature golf course | <input type="checkbox"/> Kiddie rides |
| <input type="checkbox"/> Batting cages | <input type="checkbox"/> Family rides |
| <input type="checkbox"/> Bumper boats | <input type="checkbox"/> Waterpark |
| <input type="checkbox"/> Golf range | <input type="checkbox"/> Stage show |
| <input type="checkbox"/> Laser tag | <input type="checkbox"/> Gift shop |
| <input type="checkbox"/> Climbing wall | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Soft modular play | <input type="checkbox"/> Food concessions |
| <input type="checkbox"/> Redemption games/
Video games | <input type="checkbox"/> Birthday party rooms |
| <input type="checkbox"/> Bounce/Inflatables | <input type="checkbox"/> Pavilions |
| | <input type="checkbox"/> Other: _____ |

REQUIRED DOCUMENTATION: PLEASE SUBMIT THE FOLLOWING WITH YOUR ENTRY FORM:

- DVD or CD with one picture of your facility for each category below:
 - > Exterior of building/entrance
 - > Main sign
 - > Parking lot, if the facility is a standalone location
 - > Ticket sales counter
 - > Bathroom
 - > Food concessions or restaurant
 - > Redemption counter and merchandise display
 - > Party rooms (if more than one, include a picture of each room)
 - > Two (2) pictures of each revenue generating attraction: golf, laser, karts, bungee, rock climb, batting range, bumper boats, cars, arcade, bowling, skating, etc.
 - > Staff member group photo. 3–7 people in uniform and smiles!
 - > If applicable, a copy of a television commercial
- Original, printed sample of each of the following:
 - > General facility flyer/brochure
 - > Promotional event flyer
 - > Birthday party flyer
 - > One example of a print advertisement
- Two examples of cause marketing (samples: brochure, print ad, donation acknowledgement, press-release)