



BC Recreation and Parks Association is pleased to host an annual Awards program that recognizes outstanding special events, programs, facilities and parks, and dedicated individuals whose ideas, innovation, and services make an impact in the recreation and parks sector.

The **Events and Festivals Excellence Award** recognizes innovative events that were successful in improving individual and community-level connectedness, social and physical well-being, and engagement. The event or festival could serve as a model for other local governments or organizations to enhance their community activities.

About the Nomination Application:

Please budget up to 10 hours to collect the necessary information needed to apply for the Events and Festivals Excellence Award, and up to 2 hours to complete the online nomination form.

Prior to starting the online nomination form, we recommend the following:

- Assign a staff member familiar with the event/festival to take the lead on the application.
- Collect all the information listed in the **“Additional information for the Nomination Application”** section.
- Review the **Nomination Questions on page 3** and prepare and save your answers for copy and paste into the online nomination form.

Note: You will be able to save your progress and return to the nomination form later. If you lose the URL link or need to make an edit to your nomination, please contact Connie Mah, Manager of Operations and Sustainability [by email](#).

The deadline for nominations is: 11:59 PM, March 6, 2025.

Eligibility Requirements:

1. Either the **nominator or applicant** must be BCRPA members
2. The Nominee (the event / festival) must have been developed and administered by a currently enrolled Local Government, Affiliate, or Corporate Member

Required Information for the Nomination Application:

In addition to the questions listed below, you will be asked to provide:

- Contact information and BCRPA Membership status of the Nominator / Applicant
- Contact information and BCRPA Membership status for the Nominee
- Upload 3 to 5 high resolution images** (300 dpi in jpg, png, or eps format - maximum file size of 10 MB each)



Events and Festivals Excellence

- Include 3 to 5 testimonials from community members.** Please limit each testimonial to 2 to 3 sentences each. **(Refer to question 5 on page 4.)**
- You will also be asked to complete a **photography release form** (to be completed by the copyright holder or authorized individual) and an **application release form**. Both forms are integrated into the online nomination form.

Please refer to **page 3 to review the Nomination Questions and** to help you prepare your answers.

Submit your Events and Festivals Excellence nomination online at:

<https://survey.alchemer.com/s3/8150350/2025-Nomination-Form-for-Events-and-Festivals-Excellence>

If you have any questions or require assistance with the nomination form, please contact the 2025 Provincial Awards Review Committee, c/o Connie Mah, Manager of Operations and Sustainability, [by email](#).



Nomination Questions

Please use the questions below to tell the story of the nominee why the nominee is deserving of provincial recognition.

Please ensure that you answer all the questions completely. Point form is acceptable.

About the Event or Festival

- 1. Briefly describe the event or festival? This information is to provide additional context on the nominee. (Word limit: 150)**
 - What is it? When did it occur?
 - Who is the target?
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Scope of the Event or Festival

This section has a weight factor of 35% towards the total score.

- 1. Why was the event or festival initiated? (Word limit: 300)**
 - Event or festival aligns with local or regional strategies, provincial or federal strategies.
 - Event or festival fills or addresses a gap or need.
 - Event or festival responds to a trend, movement or a cultural opportunity.
 - Funding opportunity existed – partner funding or grant funding.
- 2. How is your event or festival unique or innovative? (Word limit: 300)**
 - Event or festival attracts a unique/new audience.
 - Event or festival, funding or technologies were not previously featured in the area, region, province, nation.
 - Event or festival reflected the community uniqueness, history or cultural.
 - Event or festival is creative and innovative in how it addresses community need.
 - Event or festival is transferable to other communities (small/medium and/or large).
- 3. How is your event or festival inclusive? (Word limit: 300)**
 - Event or festival removed barriers to participation and/or accessible elements were incorporated.
 - Consideration given to minority populations and/or Truth and Reconciliation.
 - Accessibility is considered for all ages, abilities, cultures, etc.



Communication Initiatives

This section has a weight factor of 10% towards the total score.

4. Describe the success of your marketing communication strategies. (Word limit: 300)

- Return on investment or customer acquisition costs.
- Social media or web traffic.
- Targeted attendance was reached.
- Awards, recognition, media coverage. (URLs may be included)

Community Impact

This section has a weight factor of 55% towards the total score.

5. Describe how the event or festival was received by or impacted the community.

Please provide information on the following: (Word limit: 300)

- Wellness and social wellbeing of the community was impacted.
- New learnings/new skills for participants and/or staff team (organizers).
- Targeted demographic was reached.
- Event or festival promotes community connection or placemaking.

Please provide testimonials from facility visitors / users. (Minimum 3, maximum 5) (Word limit: 2 to 3 sentences each)

6. What made this event or festival a success? (Word limit: 300)

- Event or festival achieved its goals.
- Performance indicators of success provided.
- Event or festival created overall change in the community.
- Community connection, volunteerism and partnerships.
- Event or festival is repeatable/will sustain itself beyond its first year.

Lessons Learned

7. What are three learning outcomes you can share with others? (Word limit: 150 words for each learning outcome)

For example, did you experience any significant challenges or successes? If yes, how were they overcome? What were the lessons learned in developing and delivering the event or festival? How will this event or festival inspire others?