

CLUB BROCHURE AWARD RULES

(Printed Public Relations Tools)

The Lions, Lioness and Leo Club Printed Public Relations Tools entered in this Contest are the winners, or in the case where the winners are unable to compete, the runners-up of the respective contests held at the District level. **THE DISTRICT GOVERNOR MUST SEND THE NAMES OF THE WINNERS AND RUNNERS-UP TO THE CONTESTS AND AWARDS CHAIRMAN AND THE MULTIPLE DISTRICT 19 OFFICE BY APRIL 30.**

All Printed Public Relations Tools are welcome. If an entry does not fit into a specific category, it will be included in the category closest to its format. Winners must have changed at least 25% of their format/content in order to enter the contest the following year.

A total of 100 points is possible.

CATEGORIES WILL CONSIST OF:

- a. Business Cards
- b. Book Marks
- c. Folded Brochure
- d. Letter Style

JUDGING WILL BE BASED ON:

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| 1. Presentation | Points: | 15 |
| Layout should look professionally prepared and esthetically pleasing and should be considered a marketing tool for the Lions, Lioness or Leo club. | | |
| 2. Legibility | Points: | 10 |
| 3. Usage / Usefulness | Points: | 25 |
| 4. Content | Points: | 50 |
| a. Must Contain | | |
| 1. Lion's Logo | | |
| 2. Club Name | | |
| 3. Meeting Day & Time | | |
| 4. Meeting Address | | |
| 5. Contact Name & Necessary Information | | |
| 6. Service Activities | | |
| 7. Fundraising Activities | | |
| 8. Published Date | | |
| b. May Contain | | |
| 1. Club History | | |
| 2. Lions International History | | |
| 3. Code of Ethics | | |
| 4. Lion's Objects | | |
| 5. Any other International Information | | |