



# LIONS INTERNATIONAL MARKETING AWARD

## RULES AND REGULATIONS

### Award criteria

Clubs must plan and execute a marketing campaign to promote a membership drive, club service project with a recruitment focus, fundraising event with a recruitment focus, or an invitation for prospective members to reach out about your club via a social media campaign. Your campaign must:

- Put the brand first and properly represents the Lions International brand and the characteristics and personality associated with it.
- Showcase marketing innovation and creativity.
- Demonstrate that a membership goal was set and achieved or exceeded. Clubs will not be directly measured against other clubs, but rather positive results in combination with the campaign's creativity while staying on-brand will be taken into account.
- Additional considerations include using brand kits and adhering to brand and style guidelines. You can find out more about these tools by visiting <https://www.lionsclubs.org/en/resources-for-members/brand-guidelines>

The campaign submitted for award consideration must be completed between July 1, 2024 and February 1, 2025.

### Submission requirements

Clubs must fill out an online application. To know what material you should gather and what questions are asked, we've developed an [application worksheet](#) that can be copied and pasted into the official application. This will help avoid losing your progress if you accidentally click out of the official application while filling in the text fields. Your application must include the following:

- A summary of how the marketing campaign was executed.
- The goals and objectives of your campaign.
  - This should include recruiting a set number of new members, along with having a specific number of community members attend an event, etc.

- Proof of at least three campaign tactics used. These could include, but are not limited to, the examples below. However, please note you must include at least one example of all tactics you select, with a maximum of three examples per tactic. You will also be able to include links to videos or webpages that feature your marketing.
  - Social media post(s)
  - Digital ad(s)
  - Website landing page
  - Email marketing
  - Flyer(s)
  - Mailer(s)
  - Billboard ad(s)
  - Giveaway(s)
  - Brochure(s)
  - Promotional video(s)
  - Newspaper promotion(s)
  - Radio ads
  - Public relations (press release, etc.)
  - Event booth(s)
  - Other
  
- Campaign results that highlight both the qualitative and quantitative data.
  - **Quantitative data:** This includes measurable data, such as prospective and converted members, Facebook post likes or shares, online or in-person event attendance numbers, video views, funds raised, etc.
  - **Qualitative data:** This includes non-measurable data, such as recognition by local media, testimonials from attendees, etc.

## Prizes and recognition

Below is an overview of the prizes that winning clubs may receive.

### Grand prize:

- US\$2,000 cash (or its equivalent) award for winning clubs
- Trophy presented to the club
- One downloadable certificate per club to print for each member
- Complimentary LionsCon registration for two club members plus guests (4 total)
  - Preference is given, but not limited, to the club marketing chairperson and club president who worked on the submission or any member who contributed a significant portion to the winning marketing campaign.

## Award timeline

### Club applications: July 1, 2024-February 1, 2025

- Club marketing chairperson or club president submits the online application by February 1.

### **Marketing committee evaluation: March 2025**

- The marketing committee reviews, evaluates the submissions based on the criteria listed and selects the winners, one from each constitutional area.

### **Winning clubs notified: April 2025**

- Winning clubs are notified via email and awards are distributed.
- Winners must claim their prize within a reasonable time, as set forth by the marketing committee, from notification of winning to claim their prize. This must be accomplished by responding to Lions International staff communications. Should no response be received by the winner, the prize will be awarded to another finalist in that constitutional area.

## **Exclusions**

The International Board of Directors and their families, Past International Presidents and their families, Past International Directors and their spouses, employees of Lions Clubs International and Lions Clubs International Foundation, and their families are excluded. **Void where prohibited or restricted by law.**


## **Waiver**

As a condition of entering this sweepstakes, entrant agrees that: (1) under no circumstances will entrant be permitted to obtain awards for any losses or damages, and participant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and waives any and all rights to have damages multiplied or otherwise increased; (2) any and all disputes, claims and causes of action arising out of or connected with this sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket cost association with entering this sweepstakes, but in no event attorneys' fees.

By accepting a prize, winner agrees to release Lions International, its directors, officers, employees and agents, including without limitation its advertising and promotion agencies, from any and all liability, loss or damages arising out of or in connection with the awarding, receipt, use or misuses of the prize or participation in any prize-related activities.

## **Other Terms and Conditions**

Lions Clubs International reserves the right to disqualify entrants who violate the rules or interfere with the sweepstakes in any manner. The decision of Lions Clubs International will be final in all matters pertaining to this sweepstakes.



The cash prize of two thousand US dollars (US\$2,000.00) will be distributed in accordance with Lions International policy and in accordance with the appropriate local rules and regulations.