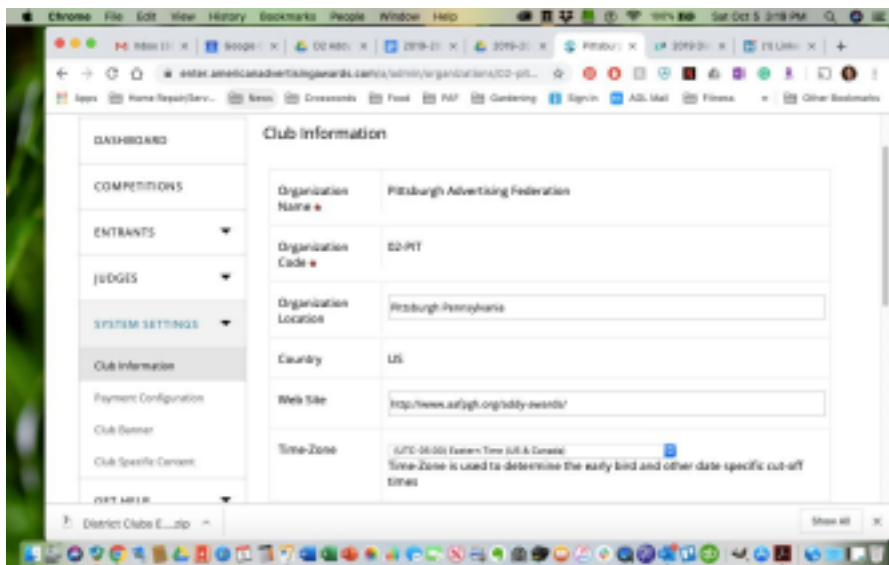




AMERICAN  
ADVERTISING  
AWARDS

## 2020-2021 Important Tips D2 American Advertising Award Forwarding Process Reminders Updated 11/5/20

1. Please make sure that your club information is up to date. This information is used by the District and AAF for any questions or



issues.

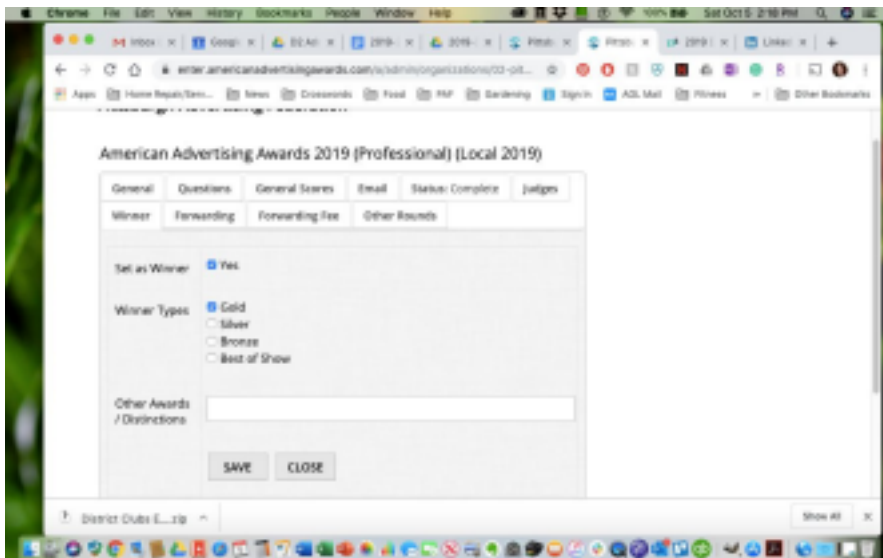
2. Please remember that categories created by your local club are **not** eligible to be forwarded unless they are re-classified into AAF sanctioned categories before being forwarded to the District level. If reclassification is not possible, the entries are not eligible for further levels of the competition
3. Only work that has won a Gold or Silver ADDY in a local ADDY show will be eligible for entry into the District competition
4. Reminder: ALL Gold ADDY winners (except for #2 above) from local competitions must be auto-forwarded to the District level and the

forwarding is paid for by the local club. Silver winners are also eligible to compete and entrants should be encouraged to forward their work to the District level. Your club should facilitate the forwarding and payment of Silver Winners and then invoice the entrant.

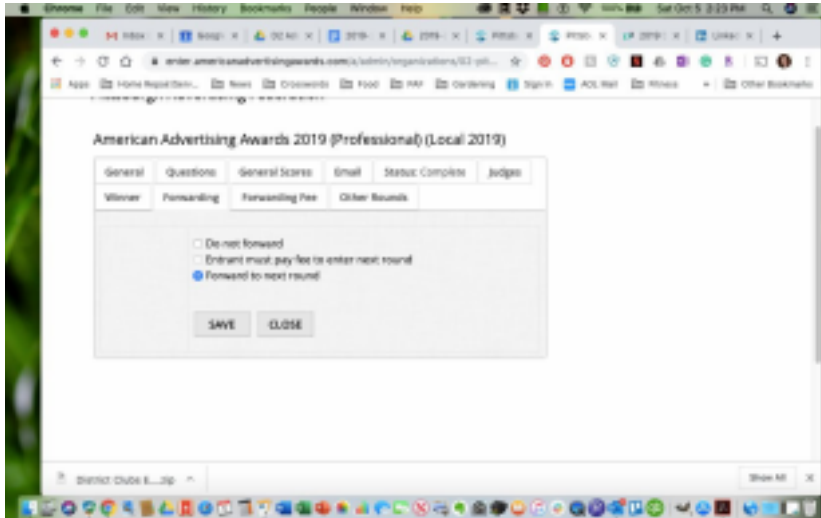
5. No information identifying the entrant should appear anywhere within the digital entry. Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

6. Forwarding Entries

a. **Clubs must mark local winners/non winners in the system.**



b. **Clubs must mark all winning entries forward or not forward** (remember Gold winners need to be marked as "forward" and the club is responsible for paying the forwarding fee. All Silver winners must be marked "forward" or "do not forward"



7. National has stressed that they would like all judging to be done using the points system, 1-100 with 100 being best, per the Judging Guidelines found within the District 2 Google folder

### ***STUDENT ENTRIES***

8. Students - student must be enrolled full or part-time in an accredited US educational institution
9. Work must be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fundraisers or work created for student publications
10. Work must be created while the entrant is a student not employed in the advertising industry. Student interns are eligible.

