

## **PUBLIC RELATIONS BROCHURE CONTESTS**

**Lodges of the California-Hawaii Elks Association (CHEA) are invited annually to enter four (4) State Public Relations-oriented contests, in addition to the Grand Lodge contests.**

Each contest is judged in six (6) divisions based on membership:

- Division 1 = Lodges with up to 300 members
- Division 2 = Lodges with 301 to 500 members
- Division 3 = Lodges with 501 to 700 members
- Division 4 = Lodges with 701 to 1100 members
- Division 5 = Lodges with 1101 to 1500 members
- Division 6 = Lodges with 1501 and over members

### **CONTEST RULES**

#### **Best Web Site Contest:**

Register your Lodge Web Site with the CHEA Office (chea@chea-elks.org) to be entered into the CHEA "Best Web Site" contest. All web sites will be viewed at random times by our impartial judging panel and will be rated on content, design, news, Virtual Home page and promoting their web site. Award Certificates will be issued to the best Web Site in each of the six (6) above listed membership divisions. Plaques will go to the top three overall, and the first place Web Site entered in the Grand Lodge national "Star Web Site" competition. The CHEA Contest will run from the present to October 1st and end on September 30th.

#### **Community Service & Image Brochure:**

Include all Public Relations material; newspaper articles, Lodge Bulletin articles, radio and television announcements, thank you letters & notes, etc. since April 1st. Must be submitted not later than February 15th. One (1) binder or notebook (3-ring); **8 ½ x 11"** and no more than 4" thick. **Only one (1) submission will be accepted per Lodge.** Include a "To Whom It May Concern" letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective April 1st. Brochures not conforming to the above rules/requirements will not be judged. **Send to CHEA PR Chairman, Andy Costello, 25261 Linda Vista Drive, Laguna Hills, CA 92653.**

#### **Lodge Bulletin Brochure:**

Include three (3) consecutive issues of your Lodge Bulletin published between April and December. **Must be submitted to state PR Chairman not later than December 15th.** Bulletins must be neatly bound in an appropriate folder, binder, or notebook. **DO NOT SUBMIT LOOSE BULLETINS.** Include a "To Whom it May Concern" letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective April 1st. **Send to CHEA PR Chairman, Andy Costello, 25261 Linda Vista Drive, Laguna Hills, CA 92653.**

#### **Single Best Event Brochure:**

Submit the "one most outstanding or continuing event" that has contributed the most to your community and the Lodge this year. Entries must be submitted (in an appropriate folder, binder, or notebook **8 ½ x 11"; and no more than 1" thick**) not later than February 15th. Only one (1) submission will be accepted per Lodge. **Loose pages or sheets** will not be accepted and brochures not conforming to the above rules/requirements will not be judged. Include a "To Whom it May Concern" letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective April 1st. **Send to CHEA PR Chairman, Andy Costello, 25261 Linda Vista Drive, Laguna Hills, CA 92653.**

**ALL LODGE WINNERS WILL BE FORWARDED TO THE APPROPRIATE GRAND LODGE REPRESENTATIVE FOR ADDITIONAL NATIONAL JUDGING. STATE ENTRIES FOR JUDGING AND AWARDS SHOULD BE SUBMITTED TO THE ADDRESS LISTED FOR EACH CONTEST.**