

Kooky Awards Entry Form

Each year, the Roller Skating Association International holds the Kooky Marketing Awards, powered by Pepsi, to give recognition to the best websites, flyers, television commercials and radio commercials in the roller skating industry. Each entry is judged on design, usability, representation, content and more. Awards are given in each category and members are encouraged to submit their best materials.



Participation is free. Winners will be announced in the RSA Today Newsletter.

Questions about the Kooky Marketing Awards? Contact Angela Tanner at 317-347-2626 Ext. 102 or email kookyawards@rollerskating.com

Deadline: July 10, 2020

Participation Rules

Participation in the Kooky Awards Contest is completely free. All flyers submitted electronically must be as PDF files (less than 5 MB) and emailed to kookyawards@rollerskating.com. You may alternately submit your flyers by mail to the address below.

Contact Information

Main Contact Name			Member ID #	
Skating Center				
Shipping Address			City/State/Zip	
Business Phone			Cell Phone	
Email Address			Website	
Person Accepting Award			Name to Appear on Award	

Categories

Please note that one form must accompany each and every entry. Please indicate the category you are entering below. Copy this form and submit one form for each individual entry. Each rink can only be a finalist once per category regardless of the number of submissions for an individual category. (Check one below)

☐ Website ☐ TV Commercial ☐ Radio Commercial ☐ Flyer

Submission Criteria

Websites will be judged on: Design, Structure and Navigation (Does the design draw you in and make you want to explore the site? Is the site well structured? Is it easy to navigate?); Content (Is the site complete, up-to-date and easy for the user to find information?); Overall Experience (Would you recommend family and friends visit the site? Does it innovate? Is it interactive? Did you enjoy your visit and learn something new?).

TV Commercials will be judged on: Representation & Creativity (Does the advertisement represent the nominee's skating center through the use of video production and demonstrates creativity? Please submit on DVD in Windows Media Video Format (.WMV), (.MOV), or (.MPG) format.

Radio Commercials will be judged on: Design, Structure and Navigation (Does the advertisement represent the nominee's skating center through the use of audio production and demonstrates creativity? Please submit on CD in Windows Media Audio Format (.WMA) or (.MP3) file.

Flyers will be judged on: Design (Is the design appealing? Does it make you want to read the flyer or participate in the call to action?); Content (Is the flyer content complete and clear? Is it text heavy or does it use images, white space and other visuals?); Overall Experience (Was the flyer informative for your family and friends? Overall, does it excite the reader?). Copy this form and include one form per flyer. Submit via email (5 MB or less) as PDF files only.

Email form and files to: kookyawards@rollerskating.com **or mail to:**
Roller Skating Association, c/o Kooky Awards, 6905 Corporate Drive, Indianapolis, IN 46278.