

CONTEST ENTRY FORM

EIGHTH ANNUAL

BEST OF THE BEST

Receive industry recognition for your best programs by entering the Eighth Annual Best of the Best contest. You may enter any of the six award categories or all six categories if you choose*. Winners will be honored at the Club Industry show in Chicago on Oct. 8 and will be featured in *Club Industry* magazine and on *Club Industry's* Web site.

FITNESS FACILITY TYPES

Facilities eligible to enter include:

- **For-Profit** (multipurpose, fitness-only, studios, sports clubs)
- **Nonprofit** (YMCA, YWCA, JCC)
- **Hospital/Wellness and Retirement Communities**
- **Specially Targeted Facilities** (university, parks and rec, military, hotel, corporate)

WHAT TO SUBMIT

• If submitting entries by mail:

Provide FOUR copies of answers to the following questions, along with four copies of the entry form on the following page, and a \$40 check for each category entered.

• If submitting entries by e-mail:

E-mail the information on the entry form, the answers to the following questions and electronic versions of supporting material. Send a \$40 check by mail for each category entered.

• For all entries: All questions must be answered or the entry will be disqualified. The more details you provide (budget, revenue, goals), the better your chances of winning.

1. Description of the program.
2. The start date and end date (if the program has ended) of the program.
3. Total budget for the program and how much was actually spent.
4. Monetary goal of the program and actual revenue brought in.
5. Goal for the number of participants and actual number of participants.
6. Other goals of the program (if there were other goals), and did the program meet those goals?
7. Number of new members who joined your facility after they completed this program. (This question is not applicable to the Best New Member Integration Program category.)
8. How was the program marketed? (Include four copies of each example of marketing materials if submitting by mail or include one electronic version if submitting by e-mail). Note how many of the following marketing

AWARD CATEGORIES

- **Best New Member Integration Program**
- **Best Member Appreciation Program**
- **Best Community-based Program** (program in the community to help with local events/causes)
- **Best Nonmember Program** (program for nonmembers inside your facility)
- **Best Children's Program** (one program rather than your entire children's programming)
- **Best Behavior Modification Program** (i.e., nutritional, weight loss)

methods you used: direct mail, in-house signage, newspaper ads, TV ads, radio ads, e-mail campaign, other.

9. What kind of follow-up is in place with members (or nonmembers) after they complete the program?
10. What has been the measurable effect of the program on participants (weight/inches lost, usage increase, program participation increase, referrals from participants increase, etc.)
11. What makes your program innovative?

***PLEASE SUBMIT A SEPARATE CHECK FOR \$40 FOR EACH ENTRY IN EACH CATEGORY. CHECKS SHOULD BE MADE PAYABLE TO:**

Club Industry

FOR QUESTIONS:

e-mail *Stephanie Boyd* at stephanie.boyd@penton.com.

DEADLINE: June 7, 2010

CONTEST ENTRY FORM

BEST OF THE BEST

Include a copy of this form on the front of each entry submitted by mail. Entries submitted by e-mail must include all of this information at the beginning of the document.

Award Category Entering (see list on page 1): _____

Name of Fitness Facility: _____

Contact: _____

Contact Title: _____

Address: _____

Phone: _____

E-mail: _____

Signature: _____

Entries must be postmarked by June 7, 2010, or must arrive via e-mail on that date.

OTHER NOTES

1. Any category with fewer than three entries will not be judged. The editors reserve the right not to select a winner in a category for any reason. If either occurs, checks in that category will be returned.
2. If sending digital images, they must be 300 dpi and at least 5 inches by 7 inches in eps, jpg or tif format. Digital images should be e-mailed to stephanie.boyd@penton.com with the name of the club and the entry category clearly noted in the subject line.
3. Mail four copies of this form, four copies of your answers to the questions on page 1 and four copies of supporting documents and photos to:
Stephanie Boyd
Club Industry
9800 Metcalf Ave.
Overland Park, KS 66212
Attn: Best of the Best 2010

Or e-mail the entry(or entries) along with supporting marketing materials to stephanie.boyd@penton.com.

FOR QUESTIONS:

e-mail *Stephanie Boyd* at stephanie.boyd@penton.com.

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