



**WISCONSIN PARKS & RECREATION ASSOCIATION
RECREATION SECTION**

2015 SILVER STAR AWARDS
Excellence in Recreation Programming
GUIDELINES AND ENTRY FORM

GENERAL OVERVIEW: Winners of the WPRAs Silver Star Awards are selected each year by a distinguished panel of recreation professionals who have expertise in the field of recreation service delivery. Winners are selected based solely on the information presented in the official entry form. Awards will be given to all programs who score an average of 40 points or higher.

There is to be only one entry per organization per category for this award. Please discuss internally who within your department will be submitting a nomination.

Entries are judged based on five criteria that are essential to having a successful recreation program: goals and objectives, participation, operational efficiency, creativity and innovation, and marketing.

ENTRY PROCEDURE:

- To be considered, complete an Official Entry Form and submit by August 31st, 2015. Late entries will be docked 5 points.
- Only one entry per organization per category.
- Entries are required to be submitted by current WPRAs members/departments.
- The Recreation Section Board Members reserve the right to request more information or to reassign programs to appropriate category if needed.

ENTRY FORMS MUST BE RECEIVED BY: AUGUST 31ST

Please send entry forms to:

Sonya Baden, Recreation Section
badens@beloitwi.gov

If you have any questions, please feel free to contact Sonya at (608) 364-2890 x3



2015 OFFICIAL SILVER STAR ENTRY FORM:

Title of Program: _____ Population: _____

Submitted By: _____ Title: _____

Agency/Organization: _____ Phone: _____

Email: _____ Address: _____

City: _____ State: _____ Zip: _____

Please check which category you are applying for:

- Youth Programming:** Enrichment programs, sport or fitness programs, activities or services offered to youth populations on an on-going basis
- Adult/Older Adult Programming:** Programs, activities or services offered to adult or older adult populations
- Special Events:** Special, civic or community events that occur one time and require special programming needs
- Creative Service Delivery/Marketing:** Activities or services that are non-traditional in nature and enhance the agency's missions. Include but not limited to recreation programming, strategic plans, fundraising, multi-party partnerships/sponsorships, and/or creative marketing initiatives.

Entries will be judged by the following criteria. Please keep responses to 100 words or less for each question, including the Executive Summary. Responses over 100 words are subject to point deductions.

Executive Summary: Please give a general overview of the program and include any photos of the event/program.

- A. Goals and Objectives (10 Points):** Explain the purpose of the program and why you believe your program was successful.
- B. Participation (10 Points):** Describe the attendance of your event or program. What was the total number of participants and spectators? Did the program use volunteers?
- C. Operational Efficiency (10 Points):** Describe how the program was an efficient use of staff time, resources, and money. Please include the following information: overall budget, total expenditures (direct costs only), cost per participant, and estimate of staff time.
- D. Creativity and Innovation (10 Points):** Detail the unique and innovative features of the program or event.
- E. Marketing (10 Points):** Describe how the program was marketed. Please attach any marketing materials.