



Nominees include events such as festivals, themed events, community celebrations, holiday programs, home tours and craft festivals. The nominated events should show a high level of organization, event production and community involvement. Factors that can influence selection include attendance growth, innovative marketing, and special promotional efforts. Any events that occurred in 2023 are eligible for submission, including virtual events.

Submission Dates:

- November 1, 2022, through December 31, 2023
- Submissions open: April 2024
- Deadline to apply: Thursday, June 20, 2024

Submission Fees:

- *\$50 per event for STS members
- \$75 per event for non-STS members

****Note for Event or Festival Organizers:** If your local DMO is a member in good standing with STS, events can be submitted under the member rate. Contact your local DMO for their membership status.*

Requirements:

- Event must be a minimum of three years (virtual events due to COVID-19 are eligible).
- At least 1,000 in event attendance
- Event must take place in one the 13 member states or District of Columbia: AL, AR, DC, FL, GA, KY, LA, MO, MS, NC, SC, TN, VA, WV
- An organization is NOT required to be a member of STS to submit or win a Signature Event of the Southeast recognition. Events are independently nominated, judged, and selected.
- Please submit a one-page letter with each entry stating why the nominee deserves this award.
- The nomination form must be completed and submitted along with any supporting materials (newspaper articles, advertisements, brochures, photographs, or merchandising material). Aside from the company logo and letter of support, you are welcome to include additional supporting materials (Press releases, posters, brochures, newspaper articles, additional letters of support, etc.) but we ask that you limit actual photos/images to (5) total.

Winners:

- Featured on the STS website for one year, including their submission.
- Listed on the Escape to the Southeast website for one year.
- Featured in the official Signature Events of the Southeast newsletter.
- Featured in official Signature Events of the Southeast press release.
- Dedicated social media posts (Facebook, Instagram, LinkedIn, and Twitter).
- Sample press release for distribution.
- Certificate of designation as a 2024 Signature Events of the Southeast.
- Press release/announcement/destination will be featured on www.TravelMediaPressRoom.com and actively pitched to thousands of travel journalists throughout the year.

Attention: If your event is selected as a Signature Event of the Southeast, you will automatically be judged for consideration of the 2024 Festival or Event of the Year Shining Example Award. Only the events that are selected are eligible for this award.

For more information, contact Adrienne Gadling at adrienne@southeasttourism.org.

To submit your nomination, scan the QR code: