



LONE STAR AWARDS
Texas Credit Union Marketing Council

2010 Official Texas Lone Star Awards Entry Form

Your Name _____ Name To Be On The Award _____

Credit Union _____ E-mail Address _____

Number Years Working at Credit Union _____

Asset Size (As of June 30, 2010) _____ Number of Members _____

Category _____ Name of Entry _____

Answers to the following questions will be considered in the judging of your entry.

1) What is the purpose of the entry? Please include all pertinent details including: 1) goals and objectives, 2) defined audience, 3) execution, 4) intent educational or promotional, etc. Be as specific as possible.

2) Did the entry accomplish its intended purpose? Be as specific as possible.

3) Were results required? Please provide specific results of outcome.

4) What was your budget?

For print, provide a breakdown of production costs. Quantity Distributed _____

For electronic media, provide a breakdown between production and placement.

Production \$ _____ Placement \$ _____

5) Agency Designed In-House Designed Other (please explain) _____