



The ADDY® Awards are the nation's largest advertising competition. Each year the competition begins at the local level with the 210 AAF member clubs around the country. Entries must first be submitted in a local competition to be eligible for the ADDY® process. The local winners proceed to 14 regional competitions, and those winners proceed to the national finals, which are held in conjunction with the AAF National Conference.

The 2010 AAF-District 8 ADDY® Judging will be held in Minneapolis, MN on March 19<sup>th</sup>-20<sup>th</sup>. Shane Dailey is your District ADDY® Chair and Mark Mahla serves as the National ADDY® Committee Representative for AAF-District 8. Please feel free to contact either of them with your ADDY® questions.

#### Call for Entry Guidelines

1. All ADDY® submissions must be entered using the AAF Online Entry Process.
2. Once you have submitted your entries online, please mail a hard copy of your District manifest to:  
  
Mark Mahla  
Grandma's Inc.  
525 Lake Avenue South  
Duluth, MN 55802  
218-740-3545
3. Deadline to submit your manifest is March 9, 2010. If this conflicts with any judging dates, please contact us as soon as possible.
4. Pack all ADDY® (Gold) and Citation (Silver) winning entries into separate boxes.
5. ADDY® winning entries must arrive separate from Citation winners and all must be arranged in category order.
6. If more than one box is required, label each with box number and total number shipped; for example, 1 of 3, 2 of 3, 3 of 3. This helps determine if all entries submitted have arrived. Please, no boxes over 40 lbs. and no packing peanuts. Use bubble wrap if packing material is required. Also, verify that all DVDs are labeled correctly. Failure to do so may result in incorrect entries being judged.

7. Verify that entry forms are attached to each entry and that the entry category exists among the AAF National category listing. Entries remaining within local club categories will have to be re-categorized. Please contact your District ADDY® Chair if you have questions.
8. Include a copy of the official District manifest.
9. Confirm that only the local Citation (Silver) winners that are being forwarded to District competition are included on the manifest.
10. Mail entries, a completed District 8 Auto Forwarding Form and payment to:

Kathy Umland  
Martin|Williams  
60 South 6<sup>th</sup> Street, Suite 2800  
Minneapolis, MN 55402  
612-342-9838

11. Please make checks payable to 8th District AAF.

**12. Entries must be received by March 9, 2010.**

**NOTE:** District ADDY® entry fees are calculated using the TOTAL NUMBER OF ENTRIES in your local competition (\$9.00) in addition to the total number of local Citation (Silver) winners being forwarded (\$62.00) on to District competition. See the AAF-District 8 2010 Auto Forwarding Form to assist you in calculating your fees.