

## Club and Division Brochure Awards

**CLUB BROCHURE AWARD:** To emphasize the importance of an excellent club brochure, the Kiwanis International Committee on Marketing and Public Relations created the Club Brochure Contest. Clubs are encouraged to mail an entry form with four (4) printed, color samples of the current club brochure to the District Chairman. Winners are selected based on overall appearance, graphics, printing quality and the use of logos. The winning club is presented with a banner patch at the District Convention.

**DIVISION BROCHURE AWARD:** Lt. Governors are encouraged to mail an entry form with four (4) printed, color samples of the current division brochure to the District Chairman. Winners are selected based on overall appearance, graphics, printing quality and the use of logos. The winning Lt. Governor is presented with a plaque at the District Convention.

\* *Note: First place cannot be awarded to any brochure that uses a wrong (old) Kiwanis logo and that does not follow the Kiwanis Graphic Standards manual for logo, masthead, typefaces and PMS colors. For a copy of the Kiwanis International Graphic Standards, go to [www.cnhkiwanis.org/MemberResources.html](http://www.cnhkiwanis.org/MemberResources.html). Emailed entries will not be accepted!*

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Cal-Nev-Ha Kiwanis District Office  
Attn: Club/Division Brochure Contest Chairman  
8360 Red Oak Street, Suite 201  
Rancho Cucamonga, CA 91730  
909-989-1500 • [awards@cnhkiwanis.org](mailto:awards@cnhkiwanis.org)

### CLUB and DIVISION BROCHURE ENTRY FORM

Deadline: May 31

**Mail this entry form, along with four (4) printed, color copies of your brochure, to the above address. Emailed entry forms and brochures will not be accepted!**

Your Name: \_\_\_\_\_ Club Name: \_\_\_\_\_ Div.: \_\_\_\_\_

Your Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

When did you have this brochure printed (month, year)? \_\_\_\_\_

Did you hire a graphic artist, or did a volunteer do the graphics? \_\_\_\_\_

Tell us about the photos in your brochure. Are they stock photos or actual photos from your club/division?  
\_\_\_\_\_

How many people are in your city? \_\_\_\_\_ How many copies did you print? \_\_\_\_\_

How many copies have you distributed so far? \_\_\_\_\_

Tell us how you get these brochures out into the community: \_\_\_\_\_  
\_\_\_\_\_

Tell us any feedback you've received on your brochure: \_\_\_\_\_  
\_\_\_\_\_

*See the evaluation worksheet for a handy guide as to what makes a winning brochure.*



## Kiwanis Club/Division Brochure Evaluation Worksheet

Club Name: \_\_\_\_\_

110 points **Overall appearance**

- \_\_\_\_\_  10 – Overall pleasing design
- \_\_\_\_\_  10 – Proper masthead with club name, city used\*
- \_\_\_\_\_  30 – Followed the style guidelines of Kiwanis International’s current brochure template
- \_\_\_\_\_  30 – Correct Kiwanis logo used\*
- \_\_\_\_\_  10 – Official Kiwanis colors used in the design (Gold PMS 4505, Blue PMS 295)\*
- \_\_\_\_\_  10 – Color used in photos and in the Kiwanis logo
- \_\_\_\_\_  10 – Positive content versus negative

50 points **Data requirements**

- \_\_\_\_\_  10 – Address of club, phone number and/or Web address
- \_\_\_\_\_  10 – Time, day and location of meeting (use location only if fairly permanent)
- \_\_\_\_\_  10 – Club events and projects done on a regular basis
- \_\_\_\_\_  10 – General paragraph or sentence about the club (type of people who join, who you serve)
- \_\_\_\_\_  10 – General paragraph or sentence about Service Leadership Programs (SLP). SLP refers to K-Kids, Builders Club, Key Club, KIWIN’S, Circle K, Aktion Club and Key Leader.

95 points **Graphics and printing quality**

- \_\_\_\_\_  10 – Quality photo(s) of children (reflect the ethnic make-up of your community)
- \_\_\_\_\_  10 – Quality photo(s) of adult faces (businesspeople, parents, young adults and seniors)
- \_\_\_\_\_  10 – Quality photo(s) of teens (serving in some way)
- \_\_\_\_\_  10 – Easy-to-read typeface(s) – no more than three fonts used
- \_\_\_\_\_  10 – Quality paper used (suggest white gloss)
- \_\_\_\_\_  10 – No outdated “clip art” used – only quality, well-chosen clip art, if any

**INK COLORS USED (35 points maximum)**

- \_\_\_\_\_  5 – One color (black, or any other dark color)
- \_\_\_\_\_  10 – Two colors (could be black plus a Kiwanis color)
- \_\_\_\_\_  20 – Four-color process (CMYK)

50 points **Brochure distribution** (receive 1 point for every percentage point – 50 points max)

- \_\_\_\_\_  A. What is the population of your community? \_\_\_\_\_
  - \_\_\_\_\_  B. How many brochures did you print and distribute? \_\_\_\_\_
  - \_\_\_\_\_  C. Divide line B by line A to get the percentage \_\_\_\_\_ %
- (Explain how you distribute(d) your brochures: Chamber mixers, direct mail, business countertop displays, etc.: \_\_\_\_\_)

50 points **Response mechanism** (“tear-off” information panel or other means of contacting your club)

- \_\_\_\_\_  10 – Tear-off form with a dotted line to show that it can be cut or torn off
- \_\_\_\_\_  10 – Club’s mailing address, phone number and Web site used on the tear-off form
- \_\_\_\_\_  10 – Place for the responder to write his/her name, address, phone, e-mail
- \_\_\_\_\_  10 – Check-off list for the responder to indicate areas of interest
- \_\_\_\_\_  10 – Graphics and colors on tear-off form are consistent with the rest of the brochure

**TOTAL POINTS:**

\_\_\_\_\_ Total points (355 possible)

\*NOTE TO JUDGES AND CONTESTANTS: **First place cannot be awarded** to any brochure that uses a wrong (old) Kiwanis logo and that does not follow the Kiwanis Graphics Standards manual for logo, masthead, typefaces and PMS colors. For a copy of the Kiwanis International Graphic Standards, go to [www.cnhkiwanis.org/MemberResources.html](http://www.cnhkiwanis.org/MemberResources.html).