

**2026 VAA Marketing Competition
Entry Form
(One Category Form per Entry is Required)**

- Each entry is \$10.00/per entry.
- Multiple entries for each category can be submitted by the same individual.
- Entries must be created between **December 1, 2025, and November 15, 2026.**
- **Entries must be auction related.**
- All entries must be received by **November 20, 2026**- mailed to **VAA at 8426 Flick Way, Indianapolis, IN 46237.**
- Contestants may enter as many times and in as many categories as this like.
- Each entry should be labeled as to which category it is submitted.
- Entries will not be mailed back.
- **Category 1, 3, 4, and 5 – must send in 1 original (no copies).**
- **Category 2 – can be emailed – vaauctioneers@vaa.org**

Category 1: Print Media (postcards, ads, flyers)

Category 2: Digital Media (website, social media, ad on radio or tv)

Category 3: Campaign of the Year

1. Submit a brief, one-page typed summary of your auction campaign. Please organize in a binder with the title pages dividing major sections. Entry summaries may include any of the following:
 - Important Information on why the auction was noteworthy
 - Marketing strategy and tactics
 - Campaign metrics
 - Conversion data
 - Ad placement
 - Goals for the auction
 - Copies of press releases and news coverage about the auction
 - Copies of photographs, advertisements, and any promotional materials
 - Innovative marketing techniques employed
 - Online Marketing
 - Target markets
 - Summary
2. Entries may be judged on any of the following: innovativeness and creativity; technological enhancements; promotional elements; satisfaction of client(s); engagements; copywriting; and metrics.

VAA Member Name

Company Name

**ALL ENTRIES MUST BE RECEIVED BY:
NOVEMBER 20, 2026!**

Category 4: Photography (must be auction related)

Clarity: Is the Photo Clear? Does it make correct use of photographic techniques -light, focus, contrast?

Composition: Does the viewer's eye go to the subject of the photo? Is the shot tightly focused on the area of interest? Has the photographer moved in close enough to make sure extraneous objects/people aren't in the photo?

Story: Does the photo tell a story or evoke a feeling? Can the viewer tell what's going on? Is it memorable?

Quality: Is the photo crisp, clear, and in focus.

Photo must be current year!

Credit Card Payment Info.

For credit card verification and processing, **please use the billing address for this card.**

Circle type of card M/C Visa Discover American Express

Credit Card Number _____

Expiration Date: _____ CVV Code: _____

Billing Address: _____

City: _____ State _____ Zip Code _____