

# Texas Library Association

## Branding Iron Award Application

The Texas Library Association's Branding Iron Awards honor the inspiring and creative marketing and public relations work libraries do. Awards are presented in several categories and one overall Best of Show winner is recognized at the TLA Annual Conference.

The entry deadline is 5:30pm, February 15 (if that falls on a weekend, entries are due the following Monday). Eligible entries must be promotional activities conducted in the past two years. Question? Email Wendy Woodland, TLA director of advocacy & communications, [wendyww@txla.org](mailto:wendyww@txla.org) or call 512.328.1518 x. 146.

### ORGANIZATION/INSTITUTION INFORMATION

Name of Organization/Institution

Mailing Address

City, State, Zip

Contact Name

Contact Title

Contact Phone Number

Contact Email Address

### CATEGORY

(Descriptions on [www.txla.org/branding-iron](http://www.txla.org/branding-iron))  
Please choose ONE that best fits your entry. If submitting in multiple categories, submit a separate form for each entry.

- ☐ Fundraising, Annual Report, Strategic Plan
- ☐ Special Events, Exhibits
- ☐ External Communications
- ☐ Digital Only Communications
- ☐ Reading Programs

### LIBRARY TYPE

- |                                |                               |
|--------------------------------|-------------------------------|
| <input type="radio"/> Academic | <input type="radio"/> Public  |
| <input type="radio"/> School   | <input type="radio"/> Special |

### SUPPORTING INFORMATION

Please provide the following information. Use additional pages. Each response must be 500 words or less.

- **Entry Overview:** Briefly describe your organization and the purpose of the project.
- **Goals and Objectives:** What were you trying to achieve? Include measurable results.
- **Strategy and Implementation:** How did you plan for and implement the plan or project? Who (staff, community partners, etc.) contributed and how? What was the cost? What creative approaches did you employ to accomplish your objectives?
- **Results:** What were the tangible outcomes?

### TO ENTER

Email completed entry form and responses with all materials including but not limited to, supporting information, photographs, brochures, advertisements, newsletters, posters, etc. to [wendyww@txla.org](mailto:wendyww@txla.org). If submitting radio spots, podcasts or other audio files, or videos, either include the digital files or a link to where they are hosted (YouTube etc.).

Compress or zip large files.

### NOTE: TLA is not accepting mailed applications

*All entries and supporting materials will remain with TLA. The association reserves the right to publish any and all entries on the TLA website and in other online or print publications. Submitting organizations must have copyright ownership of all items submitted for consideration. Submitter acknowledges that they have full copyright authority to assign use rights to TLA.*



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