

DISTRICT 19A
FOLDED BROCHURE AWARD RULES
(Printed Public Relations Tools)

All brochures are welcome. If last years winner wants to enter this years contest they must have changed at least 25% of their format/content in order to enter the contest the following year. **Their last year's entry must be attached to the current year entry.**

JUDGING WILL BE BASED ON:

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| 1. Presentation | Points: 15 |
| Layout should look professionally prepared and esthetically pleasing and should be considered a marketing tool for the Lions, Lioness or Leo club. | |
| 2. Legibility | Points: 10 |
| 3. Usage / Usefulness | Points: 25 |
| 4. Content | Points: 50 |
| a. Should Contain | |
| 1. Lions Logo | |
| 2. Club Name | |
| 3. Meeting Day & Time | |
| 4. Meeting Address | |
| 5. One Service Activity | |
| 6. Fundraising Activities | |
| 7. Published Date | |
| 8. Contact Name & Necessary Information | |
| b. May Contain | |
| 1. Club History | |
| 2. Lions International History | |
| 3. Code of Ethics | |
| 4. Lions Purposes | |
| 5. Any Other International Information | |