**The NAAMY Awards**

The NAAMY awards competition is a nationwide annual contest produced by the National Association of Automobile Museums (NAAM) that recognizes, honors, and promotes creative and professional excellence in the fields of curation, education, collections stewardship, marketing, and other related museum endeavors. In addition to personal satisfaction and the respect of colleagues, recognition gained can be an important means of increasing a museum's prestige in the community in general and is a point of interest with both private and institutional donors and when applying for grants.

**Two Divisions of Competition**

Division I: Museums with budgets less than $300, 000
Division II: Museums with budgets greater than $300, 000

## Rules of Competition

- Entries are open to any institutional member of NAAM. Submissions whose primary purpose is commercial activities are not eligible. Entries will be judged according to their alignment with the commitment of NAAM to advancing excellence in collecting, preserving, and interpreting automotive history.
- All submissions must have taken place or been created in 2021 or 2022.
- Museums may enter two submissions in each of eight categories.
- Exhibits, programs, and other entries within a category that were initiated prior to 2021 are ineligible unless they have been entirely reimagined or substantially improved.
- All entries must be received by March 15, 2023. **No exceptions.**
- Professional firms or other related guidance must not be used in developing or preparing the entry submission package.
- Entry submissions must be complete and orderly in presentation.
- Judges' decisions are final.

## Entry Guidelines

- Entries must be submitted electronically by emailing your packet to contact@naammuseums.org. A single, multi-page, PDF is preferred for each individual entry. Please email Christine@naammuseums.org with any questions.

## Contents of Entry

- NAAMY Entry Narrative– contact information, entry description, goals, and results. *See next page for details.*
- Supporting documentation– remember judges have never seen your project before and may not yet have visited your museum/facility so please be sure to provide ample information, pictures, contextual details, and other data that might be helpful to those evaluating submissions.

# NAAMY Entry Narrative

Judges are looking for exemplary work in original research, creativity, and innovation within the automotive museum field and automotive history within each specified category. Be sure to demonstrate these areas fully and provide detail through supporting documentation.

**Please include the following information in your narrative:**

- Museum
- Division
- Category
- Project Title
- Museum's Mission Statement
- Project Description, Goals, and Outcomes  - be thorough and concise, typically these are 800-1000 words.

**Below is the list of available categories to enter, along with examples of the types of documentation that should be submitted to help judges evaluate your entry, in addition to your narrative.**

- ***Collection Care and Preservation***

    Collection Care and Preservation (any project related to management or conservation of automobiles and other major collections objects or groups of objects): Submit initial condition report, treatment proposal, photo documentation, and project goals.

- ***Newsletters and Magazines***

    Submit links to digital copies of between two and four different editions of the newsletter or magazine published by your museum.

- ***Published Research, Books, and Exhibit Catalogs***

    Submit an electronic file of ten pages of the published research paper, book, or exhibit catalog.

- ***Virtual Programming, Social Media Campaigns, and Websites***

    For programming, provide a link to the program; for social media campaigns, provide links and/or screenshots of the campaign; for web design, provide the URL address.

- ***Films and Videos***

    Upload films or videos to YouTube, Vimeo, or Dropbox and provide a link.

- ***Interpretive Exhibits***

    Submit photos of the exhibit along with documents containing the written narrative; images of illustrations (including photos, charts, and graphs); list of objects displayed along with the label copy for each object.

- ***Educational Programs—Lectures, K-12, College***

    For lectures submit the speaker bio, written lecture, or link to recorded lecture; for K-12 and college programs submit the program, educational materials, such as brochure, lesson plans, worksheets, booklets, and other relevant materials.

- ***Events and Public Promotions***

    Submit marketing materials, links to media coverage, and photos of the event.