



A BRIEF MESSAGE

Dear NAAMY Judge,

Thank you for volunteering your time and expertise to the NAAMY program. This is truly a cornerstone of NAAM; important for the sharing of ideas among members and recognizing their achievements. The success of this program hinges on your participation and for that we are so grateful to you.

There are **two divisions of entry**—museums with annual operating budgets above or below \$300K. Please take this into consideration when reviewing entries. Entrants greatly appreciate your constructive criticism and do receive a copy of all comments you provide.

NAAM wishes to award those who demonstrate **excellence**. There will be two awards given in each category per division.

- **NAAMY Best in Category** - Given to the highest scoring entry above the excellence threshold.
- **NAAMY Excellence Award** - Given to all entries receiving a score above the excellence threshold.

Thank you for making a difference in the automotive museum field.

- NAAMY Committee



Published Research, Books, and Exhibit Catalogs 2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Concept Please rate the clarity of what readers should know, feel, and do as presented in the publication and its effectiveness in terms of alignment with the museum’s mission.		
Originality Please rate the overall creativity of the publication.		
Content Please rate how the publication content created meaningful impact for the intended audience.		
Design Please rate the effectiveness of appropriate theory and practice in the execution of the publication design.		
Achievement of Goals How well did the publication achieve the goals set forth in the narrative?		
Total:		





Collections Care and Preservation 2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Statement of Need Was the need, problem, or challenge to be addressed clearly identified and supported by available evidence? Were the collections and/or documents that were the focus of the project and their current condition described and quantified in sufficient detail?		
Impact Was the care, condition, and/or management of the museum collections improved as a result of the project? Were the tangible outcomes useful?		
Quality of Interpretation How well did the collections care and preservation achievements align with interpretation to the public and researchers? Did it further the mission of the museum?		
Project Design Was execution of the proposed conservation, preservation, maintenance, and restoration activities guided by appropriate theory and practice? Was there an effective plan for communicating results and/or sharing discoveries?		
Achievement of Goals How well did the project achieve the goals set forth in the narrative of the work proposal? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
Total:		





Educational Programs -Lectures, K-12, College 2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Quality of Program Please rate the overall quality of how the program was presented to the audience.		
Education Please rate the breadth and depth of information for the intended audience. Did it align with appropriate educational standards and align with the mission of the museum?		
Experience Please rate how the execution of the program created meaningful impact for the intended audience.		
Creativity Please rate the originality and innovation that was demonstrated by this program.		
Achievement of Goals How well did the program achieve the goals set forth in the narrative?		
Total:		



Events and Public Promotions 2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Quality Please rate the overall quality of how the event was presented to the audience.		
Concept Please rate the overall originality and creativity of the event.		
Experience Please rate how the execution of the event created meaningful impact for the intended audience.		
Statement of Need Was the need, problem, or challenge to be addressed clearly identified and supported by available evidence?		
Achievement of Goals How well did the project achieve the goals set forth in the narrative?		
Total:		





Interpretive Exhibits

2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Exhibit Plan Please rate the clarity of what visitors should know, feel, and do as presented.		
Concept Please rate the overall originality and creativity of the exhibit.		
Experience Please rate how the exhibit created meaningful impact for the intended audience.		
Exhibit Design Please rate the effectiveness of appropriate theory and practice in the execution of the exhibit design.		
Achievement of Goals How well did the project achieve the goals set forth in the narrative?		
Total:		





Film and Video

2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points.

Criteria:	Score:	Comments:
Statement of Need Was the need, problem, or challenge to be addressed clearly identified and supported by available evidence?		
Concept Please rate the overall originality and creativity of the video.		
Production Please rate the effectiveness of production to create meaningful impact.		
Content Please rate the level of impact the content provided to address the goal identified.		
Achievement of Goals How well did the video achieve the goals set forth in the narrative of the work proposal? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
Total:		



Newsletters and Magazines

2026 Award Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Concept Please rate the clarity of what readers should know, feel, and do as presented in the publication and its effectiveness in terms of alignment with the museum’s mission.		
Originality Please rate the overall creativity of the publication.		
Content Please rate how the publication content created meaningful impact for the intended audience.		
Design Please rate the effectiveness of appropriate theory and practice in the execution of the publication design.		
Achievement of Goals How well did the publication achieve the goals set forth in the narrative?		
Total:		





Virtual Programming, Social Media, and Websites 2026 Awards Year for Projects Completed in 2025

Judge Name:

Museum Name:

Entry Title:

Division:

Please score on a scale of 1 to 5 points. Entries must receive at least 20 points to receive an award.

Criteria:	Score:	Comments:
Concept Please rate the clarity of what the intended audience should know, feel, and do as presented in the program/campaign/website and its effectiveness in terms of alignment with the museum’s mission.		
Originality Please rate the overall creativity of the program/campaign/website.		
Content Please rate how the program/campaign/website content created meaningful impact for the intended audience.		
Design Please rate the effectiveness of appropriate theory and practice in the execution of the design.		
Achievement of Goals How well did the program/campaign/website achieve the goals set forth in the narrative?		
Total:		

