



INTERNATIONAL
SPORTS
HERITAGE
ASSOCIATION
2021 ISHY Awards

The purpose of the ISHY Awards is to recognize the excellent work done by our member institutions on a variety of levels regardless of size or budget, based upon a competition evaluated by ISHA members and museum professionals. Associate and Individual members are not eligible for this competition.

The ISHYs are comprised by six different categories. There are multiple classifications of competition based on the institution's annual operating budget and/or project budget. Simply indicate your organization's classification on the form.

QUALIFICATIONS

- Submit only one entry **per category**. More than one entry per category by a single institution will disqualify those entries. In other words, you cannot compete against yourself in a single category, such as by entering two books in *A. Books*. You may enter any other remaining categories (A. through H) based on your materials.
- All entries must have been produced (completed) between January 1, 2020 and March 31, 2021 to be eligible for the 2021 ISHY Awards. No entry can be submitted a second time due to date overlap in the annual competition.
- All entries must have been created solely for the submitting institutional member.
- **Digital files will be accepted along with a completed form this year as well. Please send those files to saleem.choudhry@profootballhof.com for distribution to the ISHY Awards Committee.** For questions or to submit large files, please contact Saleem Choudhry at 330-588-3614.
- For those wanting to submit hard copies: Enclose **three (3) original copies per entry** with **three (3) copies of this completed form** per category (original printed materials, electronic communications on CD or by providing links to active web pages) by **United States Postal Service first class mail** or **US Priority Mail** to be postmarked no later than **July 24, 2021** to ISHA headquarters. **PLEASE NOTE THAT OTHER CARRIERS (SUCH AS FEDEX, UPS, OR DHL) WILL NOT DELIVER TO P.O. BOX. PLEASE NOTE ISHA'S UPDATED MAILING ADDRESS BELOW:**

International Sports Heritage Association
P.O. Box 1321
Danville, KY 40423

POINT SYSTEM & JUDGING

Judging is completed by the three members of the 2021 ISHY Awards Committee:

Saleem Choudhry (Chair), Pro Football Hall of Fame
Michelle Gormley, The Sports Museum of New England
TBD

Entries are judged on a point system: Production Quality – 20 pts., Design and Function – 40 pts., Purpose – 40 pts.

ISHY TROPHY

Winning Entries will receive the coveted ISHY Trophy. The trophy is a tangible representation of your achievement and is something we hope you will display prominently at your organization. Receiving an ISHY is also an opportunity for you to call attention to your achievement through local media.

CATEGORIES

A	Books, printed hard-cover or soft-bound	Publications primarily featuring your institution, collection, resources and/or members of your Hall of Fame.
B	Non-Book Publications	Programs, Reports, Newsletters, Magazines, etc. (printed or digital)
C	Marketing Materials	Three subcategories for: a) Print Materials b) Video/Audio Shorts c) Social Media Account of the Year
D	Educational Programming	Focus is on education—for students or adults, in an organized structure—lecture series, curriculum-based programming, etc.
E	Hall of Fame Inductions and/or Annual Event Support Materials	Material, digital or hard copy, created in support of an annual Hall of Fame induction or annual event.
F	New Exhibit	Three subcategories for: a) Under US \$50,000 b) US \$50,000 - \$250,000 c) US \$250,000 or More



**2021 ISHY Awards
Entry Form**

Name Nominated Item: _____

Institution: _____

Contact
Person: _____

Mailing
address: _____

City: _____ State/Prov: _____ Country: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Classification (check one):

- The nominating institution's annual operating budget is equal to or less than us \$250,000.
- The nominating institution's annual operating budget is more than us \$250,000.

Category (check one):

- A. Books - printed hard-cover or soft-bound
- B. Non-Book Publications
- C. Marketing Materials
 - a) Print materials
 - b) Video/Audio Shorts
 - c) Social Media Account of the Year
- D. Educational Programming
- E. Hall of Fame Inductions and/or Annual Event Support Materials
- F. New Exhibit
 - a) Under US \$50,000
 - b) US \$50,000 - \$250,000
 - c) US \$250,000 and above

Project Summary

Who was the target audience for this Project?

What was the purpose/objective of this Project?

What was the impact/result of this Project?

Enter only one item per entry form; fill out forms for each additional category entered.

- Institutions may submit only **one (1) entry per category**, although more than one category may be entered.
 - **Please send photos of any exhibit entry – can be emailed to saleem.choudhry@profootballhof.com.**
 - The entry **must** have been produced (completed) between January 1, 2020 and March 31, 2021.
 - All submissions **must** have been written, designed, produced and/or published for/by the entering institutional member.
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To submit an entry, complete this form, and either:

1) Send digital files to saleem.choudhry@profootballhof.com with the completed form. For questions or to send large files, please contact Saleem Choudhry at 330-588-3614.

OR

2) Enclose three (3) copies of the nominated item three (3) copies of the Submission Form, and send them by United States Postal Service First Class service or Priority Mail no later than July 24, 2021 to:

International Sports Heritage Association
P.O. Box 1321
Danville, KY 40423