Western Association of Chamber Executives

Video Award

Purpose:
This award recognizes outstanding short-form videos created by Chambers of Commerce that effectively tell the Chamber's story, highlight accomplishments, and communicate value to members, the local economy, and the community. Videos should promote the Chamber's role as a **Catalyst, Convener, and Champion**, while using creativity and professionalism to capture attention. This is not intended to promote the city, destination, or specific program. This award recognizes video products that directly promote the value of the Chamber.

Eligibility:

- Applicant must be a Chamber of Commerce in good standing as a member of W.A.C.E.
- Videos must have been **released in 2026** and not previously submitted for this award.
- Videos should be **no longer than 3 minutes** in length. Any video longer than three minutes will be given feedback but will not be eligible to win the award.
- All video content must be original and free of copyrighted material, including music, unless proof of authorization from the copyright holder is provided.
- By submitting, the entrant agrees to allow W.A.C.E. to post the video on its website and include it in the W.A.C.E. video library.

Award Presentation:

- Winners will be recognized at the W.A.C.E. Annual Conference.
- Winning videos will be featured in the W.A.C.E. Video Library for member viewing and inspiration.

Application Elements

Applicants must provide the following materials as part of their submission:

Component	Description
Chamber Information	Chamber name, location, membership size, staff size, and contact person.
Video Submission	A digital file or link to the video (Maximum of 3 minutes), produced and released in 2026.
Overview	Brief description of the video's purpose, target audience, and the story or message the Chamber aimed to communicate.
Production Notes	Information on whether the video was produced in-house or with outside partners; resources used (staff time, budget, equipment).
Message Alignment	Explanation of how the video showcases the Chamber's role as a Catalyst, Convener, and Champion.
Usage & Distribution	Description of how the video was distributed (e.g., website, social media, events, member emails) and any metrics available (views, shares, engagement).
Certification of Rights	Confirmation that no copyrighted material is used, or submission of documentation showing proof of authorization for copyrighted elements.

Judging Criteria

Entries will be evaluated by a panel of communications and marketing professionals (or W.A.C.E. members with expertise in video and storytelling). Judges will evaluate submissions based on the following weighted criteria:

Criterion	Weight	What Judges Will Look For
Message Effectiveness	40%	Clarity and impact of the message; effectiveness in communicating the Chamber's value, accomplishments, and role as Catalyst, Convener, Champion.
Image & Professionalism	30%	Visual and audio quality; branding; professionalism of production while being appropriate for Chamber resources.

Criterion	Weight	What Judges Will Look For
Creativity	30%	Originality of concept, engaging storytelling, use of visuals/music/voiceover, and ability to capture and hold audience attention.