



MFEA 2010 STAR Awards Entry Categories

RETAIL COMMUNICATIONS

1. **Introduction Kits**—Shareholder fulfillment kits, prospectus or communications packets.
2. **Annual Report**—Annual or semi-annual reports.
3. **Educational Brochure**—Brochures on educational topics (excluding IRA and Retirement) such as college planning, asset allocation, taxes, etc.
4. **Newsletter**—Printed shareholder newsletters.
5. **Magazine**—Magazine-style shareholder communications.
6. **Special Communications**—Printed educational programs or special-message mailings targeted at current and/or prospective shareholders.
7. **Special Retirement Communications**—Educational brochures, mailings or programs focusing on retirement or retirement planning.
8. **Electronic Newsletter**—Electronic shareholder newsletters.
9. **Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to shareholders.
10. **Online Innovation**—Unique Website features or programs of retail websites that demonstrate innovative approaches to online fund technology.
11. **Website**—Websites that serve retail investors.
12. **Print Ad Campaign**—Printed advertising campaigns targeted to retail investors.
13. **Multi-Media Ad Campaign**—Multi-media advertising campaigns targeted to retail investors.
14. **Wild Card**—Special communications that do not fit other categories. Be creative!
15. **Overall Communications Award**—Top award presented in the Retail communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 1-14 including at least one print entry and one electronic entry.**



MFEA 2010 STAR Awards Entry Categories

ADVISOR COMMUNICATIONS

16. **Introduction Kit**—Materials presented to advisors, broker/dealers or other intermediaries introducing a fund company and its products.
17. **Newsletter**—Printed advisor newsletters.
18. **Printed Communications**—Printed educational programs, sales ideas or mailings targeted to financial advisors or other intermediaries.
19. **Special Communications**—Printed special-message mailings targeted to financial advisors or other intermediaries.
20. **Communication Campaign**—Campaign materials targeted to financial advisors or other intermediaries.
21. **Electronic Newsletter**—Electronic newsletters targeted to financial advisors or other intermediaries.
22. **Online Advisor Services**—Unique services offered through company Websites to advisors and other intermediaries such as client access, business-building tools and sales ideas.
23. **Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to financial advisors or other intermediaries.
24. **Online Innovation**—Unique Website features or programs of advisor websites that demonstrate innovative approaches to online fund technology.
25. **Website**—Websites that serve financial advisors and other intermediaries.
26. **Print Ad Campaign**—Printed advertising campaigns targeted to financial advisors or other intermediaries.
27. **Multi-Media Ad Campaign**—Multi-media advertising campaigns targeted to financial advisors or other intermediaries.
28. **Wild Card**—Special communications that do not fit other categories. Be creative!
29. **Overall Communications Award**—Top award presented in the Advisor communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 16-28 including at least one print entry and one electronic entry.**



MFEA 2010 STAR Awards Entry Categories

PLAN PARTICIPANT COMMUNICATIONS

30. **Introduction/Education Kit**— Materials presented to plan participants introducing a retirement plan's investment options and educating them on the benefits of the investment process.
31. **Ongoing Education Brochure**—Print materials provided to plan participants to reinforce previously delivered education efforts.
32. **Newsletter**—Newsletters targeted to plan participants.
33. **Plan Conversion Communications**—Materials designed to explain the transition from one retirement plan to another.
34. **Retirement Communications**—Educational brochures or packages on retirement or IRAs targeted to plan participants.
35. **Plan Participant Program Campaign**—Program campaign materials targeted to plan participants.
36. **Plan Sponsor Communications**—Educational materials or collateral targeted to plan sponsors or administrators.
37. **Email Communications**—Plan participant communications developed to be delivered via e-mail.
38. **Online Marketing Campaign**—Online or e-mail marketing campaigns targeted to plan participants.
39. **Wild Card**—Special communications that do not fit into categories. Be creative!
40. **Overall Communications Award**—Top award presented in the Plan Participant communications area. **There is no entry fee for this award.** To be considered a firm must submit **a minimum of three entries in categories 30-39.**