



SERVICE EXCELLENCE AWARD

FESTIVALS & EVENTS ONTARIO

package includes:

- List of changes for 2025
- Brochure with required questions
- Application form editable .pdf

deadline to apply:

November 28, 2025

5:00pm

EXCITING CHANGES FOR THE FEO AWARDS

There are several changes going into effect for the FEO Awards this year. Please take the time to read through the changes so that you are fully aware of new requirements.



EXCITING CHANGES

The FEO Awards Program has some exciting changes to announce. The mandate is still the same, "Recognizing the accomplishments and successes of festivals and events, industry suppliers, volunteers and municipalities by honoring best practices in the festival and event profession across the Province of Ontario", but some of the changes to categories and requirements will help to make the Awards Program stronger!

What's New

The **Best Festival or Event Series** will be awarded, based on budget, to festivals/events that meet the criteria of being a Festival Series. A Series is defined by 4 weeks or more of event programming. This may include community events such as Movies in the Park, Farmers' Markets, Waterfront Concert Series and Theatre Seasons.

The **FEO Sustainability Award**, based on budget, has been re-imagined from the former "Best Greening of the Festival". This award aligns with sustainable practices and why festivals need to adopt earth-friendly policies. Think beyond recycling bins and plastic bottles, the FEO Sustainability Award will recognize festivals and events that have successfully adopted an environmental approach to their festivals.

Municipalities will be limited to apply to a maximum of **three (3)** Top 100 Awards.

Canada Day events/parades and Santa Claus Parades are not eligible for Top 100 Awards.

The **Student Leadership Award** will only need to be endorsed by a FEO member in good standing, eliminating the requirement that the school/university offers Event Management or be a member of FEO.

Applying is Easy

Read the Award Program packages and make sure that you answer all of the questions in **10 pages or less**. Most packages require supporting materials, so please read the requirements carefully.

Use the **fillable PDFs** to refer to the application form for all the Achievement Awards, Top 100 and Municipality of the Year. The Service Excellence Awards will also have a separate Awards Package.

Email the completed package as **ZIP file** to the new email address: awards@festivalsandeventsontario.ca

Learn about creating a ZIP file [here](#)

(<https://www.compress2go.com/create-zip-file> or, Microsoft Support: <https://support.microsoft.com/en-au/windows/zip-and-unzip-files-8d28fa72-f2f9-712f-67df-f80cf89fd4e5>)

Do not include actual video or audio files. Instead, please add the URL link to any videos or audio files you would like the judges to experience.

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Applying is Easy continued

Economic Impact Statements must be the most recent TREIM "Tourism Regional Economic Impact Model", a free tool provided by the Ministry of Tourism, Culture and Gaming.
OR Festivals can use a Economic Impact Study from within the past 2 years. Do not include data that is older than 2023.

Find out what Regional Tourism Organization (RTO) your festival or event or industry supplier is located here
<https://www.ontario.ca/document/tourism-regions>

All about Judging

FEO Award Judges are looking for your organization to tell a story about why you deserve to be recognized as the best in Ontario! Be concise and providing compelling details related directly to the award application.
In general, awards will be judged based on criteria adding up to a total score of 35 or 40 points. This is the scoring matrix that will be used to determine the Effectiveness of the Award Package:

For more information, please contact Jay Nijhuis (jay@festivalsandeventsontario.ca) or Amanda Murray, FEO Awards Committee Chair at (amurray@clearview.ca)

Thank you for taking the time to read through these changes. We look forward to receiving many awards applications and we wish you the best of luck.

A reminder, Service Excellence Award winners will be announced during the Service Excellence Awards Dinner on Tuesday, February 24, 2026 and the rest of the Award winners will be revealed at the FEO Awards Gala on Wednesday, February 25, 2026.

All winners will be contacted in advance so that they can make plans to attend even if they are not attending this year's conference.

THE SERVICE EXCELLENCE AWARDS

Recognizing industry suppliers that have gone above and beyond the call of duty to provide exceptional services to festivals and events across the Province of Ontario.



OVERVIEW

Each year, Festivals & Events Ontario recognizes industry suppliers with the prestigious Service Excellence Awards Program. FEO understands that many suppliers work tirelessly behind-the-scenes supporting festival and event organizers and play a vital part in the success of Ontario's festivals and events industry.

This program celebrates the partnerships formed within the community, showcases creativity and recognizes innovation that suppliers bring to the table every day.

SERVICE EXCELLENCE AWARD RECOGNITION

Become a FEO Service Excellence Award winner in 2026 and benefit from these high profile marketing opportunities:

- You will be mentioned as an Award winner on a dedicated supplier page on the Festivals & Events Ontario website.
- FEO promotes the Service Excellence Award winners to media outlets, OTMPC and travel writers immediately following the Conference and throughout the year;
- Each winner will be provided with a template news release to assist with individual media relations, a copy of the award logo to use on your website, and a digital tool kit that will contain specially designed graphics that can be used on social media platforms to help promote and market your company as an award winner.
- Service Excellence Award Winners that are NOT in attendance at the Conference are entitled to two(2) complimentary Tuesday Night Dinner tickets to receive their award on February 24, 2026.

**FESTIVALS & EVENTS ONTARIO ENCOURAGES YOU TO
GET YOUR APPLICATIONS IN NOW
TO AVOID DISAPPOINTMENT!**

Nominations are
due to FEO by:

**NOV.28,
2025**

[For more information:](#)

Contact Jay Nijhuis at awards@festivalsandeventsontario.ca Phone: (519) 742-2226 Fax: (519) 742-7206

155-50 Ottawa Street South, Kitchener, Ontario, N2G 3S7 www.festivalsandeventsontario.com

THE SERVICE EXCELLENCE AWARDS



Recognizing industry suppliers that have gone above and beyond the call of duty to provide exceptional services to festivals and events across the Province of Ontario.

*All applications must be emailed and must contain the required amount of documentation requested and the application form. A reminder that FEO Members can apply free of charge, **Non-Members must pay a \$100+hst entry fee** through Ticketpro before their application is considered by the judges. **Non-Members may only apply for this award ONCE.***

In order to Qualify for the Award, the Supplier must provide answers to the following questions in no more than ten (10) pages or less and submit them by email (in .pdf format). Please email your complete package (application form, answers to all questions and supporting documents to awards@festivalsandeventsontario.ca)

- 1) Describe what services/products your company provides for the festivals and event industry.
- 2) What festivals and events have you worked with in the past 3 years? (bullet points are fine)
- 3) Why do you believe you should be selected as a Service Excellence Award recipient?
- 4) Describe how you have worked with a festival/event organizers to build a strategy for performance, product or service excellence.
- 5) Describe how you have enhanced efficiencies that resulted in improved audience and/or customer satisfaction levels. Provide supporting data i.e. survey, customer satisfaction, new clients generated, repeat customers/festivals, etc.
- 6) Outline an initiative you have introduced to improve the skills base of your staff, attract the best people and retain those people to improve the overall quality?

if applying for either/ both Supplier Innovation or Supplier Impact awards, we would require an additional 500 word or less description of what your company did to fulfill the requirements of that award.

Supporting Materials

- a) supply a maximum of five (5) high resolution photos (as individual files) of your festival or event specifically highlighting some of the supplier initiatives. Please label pictures properly EX: **Moduloc-ServiceExcellence-pic1**
- b) within your 10 page maximum .pdf, also include screen caps of any digital or print ads, promotional material, and url links to any videos or radio spots you'd like the judges to experience. **DO NOT EMAIL ACTUAL VIDEO FILES**



TAKE YOUR SERVICE EXCELLENCE AWARD WIN EVERYWHERE YOU GO WITH EXCLUSIVE USE OF THE FEO SERVICE EXCELLENCE AWARD LOGO, DIGITAL TOOL KIT OF SOCIAL MEDIA GRAPHICS AND THE ABILITY TO CALL YOURSELF AN AWARD WINNING COMPANY.

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Categories For Submission

Entertainment Awards

Festivals & Events Ontario invites you to submit entries to nominate yourself for the Entertainment Awards celebrating entertainment of outstanding quality in four categories:

Children's Entertainment: Clowns, Musicians, Mascots, Characters, Specialty Performers

Performers: Bands, Instrumental Groups, Dance Groups, Soloists, Original Acts, Tribute Artists

Entertainment Agency: Artist Representation Companies

Alternative Entertainment Providers: Amusements, Midways, Fireworks, Inflatables, Video Dance Parties, Specialty Attractions.

Operational Awards

Festivals & Events Ontario encourages suppliers to nominate themselves for the Operational Awards celebrating suppliers who provided service of outstanding quality in four categories:

Administrative Service Providers: Marketing/Sponsorship, Training, Industry Associations, Event Planners, Event/Statistic Research, Event Management Software, Insurance Providers



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Categories For Submission

Operational Awards (continued)

On-Site Professional Service Providers: Security, Medical, Disability Services, Fire Prevention, Daycare/Child Services

Foundational Product Providers: Fencing, Electrical, Food & Beverage, Sanitation Products, Ticketing, Wristbands, Ice & Water, Tents, Bleachers, Waste Management, Transportation (includes production trailers, shuttle buses)

Promotional & Specialty Product Providers: Promotional Products, Flags, Banners, Décor, Printing, Fluorescent Products, Green Products, Ice Sculptures

The Following FEO Awards require an additional 500 words or less to enter

FEO Supplier Impact Award: What items or services have you provided that advanced cultural diversity and inclusion? Has your company been a leader in regards to truth and reconciliation in the Indigenous community?

FEO Supplier Innovation Award: What innovative products/services have you introduced to the festival/event community to strengthen events, appeal to a broader audience or enhance the experience for customers?



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2026 FEO Service Excellence Awards Program FORM



Please ensure you fill out all of the requested information especially under the category of award you are applying for. FEO Members can apply free of charge, **Non-Members must pay a \$100 entry fee** through Ticketpro before their application is considered by the judges. *Non-Members may only apply for this award ONCE.*

APPLICANT INFORMATION (REQUIRED)

FEO MEMBER ☐ FEO NON-MEMBER ☐

Applicant Name :

Organization Name: Festival or Event:

Address :

City : Province: Post Code :

Telephone: Email :

What is Your RTO?: Website:

Briefly Tell Us The Story of Your Business: ex: what you produce, where you are located, a breakdown of some of the festivals and events you have supported and how? (Judges are probably not from your area and would benefit from some history)

In 100 words or less, give us an overview of your business and what you do to support the festival and event industry. This will be used on the website or potentially on the video voice over

SERVICE EXCELLENCE AWARD SUBMISSION CATEGORY - *Select One Award Per Entry Form Submission*

Entertainment Awards: (indicate which category you are submitting for)

Children's Entertainment ☐

Performers ☐

Entertainment Agency ☐

Alternative Entertainment ☐

Operational Awards: (indicate which category you are submitting for)

Administrative Service ☐

Promotional & Speciality Products ☐

Production Service ☐

On-Site Professional Service ☐

Foundational Products ☐

FEO Innovation ☐

FEO Impact ☐

For more information, contact:

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website: www.festivalsandeventsontario.com