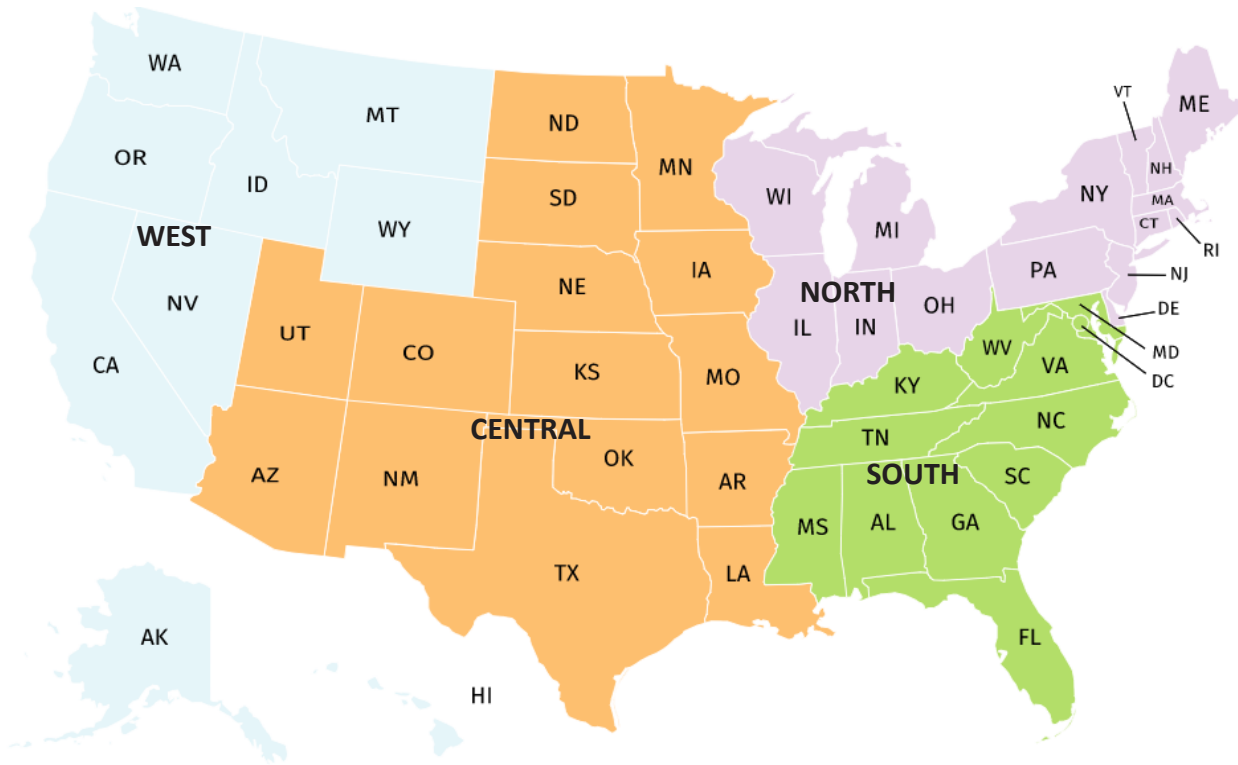


# 2021 Pollie Contest Regions



Non

This year, local and state level (non-Federal) campaigns get extra love at the Pollies! Enter the Regional Division to compete for twice the recognition at half the price (only \$50 per entry)! Winners at the regional level (based on where your campaign was waged) will advance to the finals to compete against other regional campaigns.

To enter the Regional Division, choose the appropriate category for your piece, and select the region in which the campaign was waged (see below for regional breakdowns). One winner per region will be selected and will go head-to-head with winners in the other regions to compete for a national Pollie!

## North

Maine  
Vermont  
New Hampshire  
Rhode Island  
Connecticut  
New York  
New Jersey  
Delaware  
Massachusetts  
Pennsylvania  
Ohio  
Michigan  
Indiana  
Illinois  
Wisconsin

## South

Virginia  
Maryland  
West Virginia  
Kentucky  
Washington, DC  
North Carolina  
South Carolina  
Tennessee  
Mississippi  
Alabama  
Georgia  
Florida

## Central

Texas  
Oklahoma  
North Dakota  
South Dakota  
Utah  
Colorado  
Minnesota  
Iowa  
Missouri  
Louisiana  
Arkansas  
Illinois  
Nebraska

## West

Wyoming  
Montana  
Idaho  
Nevada  
New Mexico  
Arizona  
Washington  
Oregon  
California  
Alaska  
Hawaii

## 2021 REGIONAL CATEGORIES (NEW)

### MISCELLANEOUS DIVISION

- N01 Best Use of Direct Mail - Small Budget Campaign (<\$1 Million)**  
Effective use of direct mail for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N02 Best Use of Television - Small Budget Campaign (<\$1 Million)**  
Effective use of television for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N03 Best Best Use of Digital - Small Budget Campaign (<\$1 Million)**  
Effective use of digital for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N04 Best Use of Phones/Text - Small Budget Campaign (<\$1 Million)**  
Effective use of phones or texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N05 Best Fundraising Effort - Small Budget Campaign (<\$1 Million)**  
Effective fundraising effort for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N06 Best Use of Radio - Small Budget Campaign (<\$1 Million)**  
Effective use of direct radio for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N07 Best Use of Newspaper - Small Budget Campaign (<\$1 Million)**  
Effective use of newspaper made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.
- N08 Best Use of Collateral - Small Budget Campaign (<\$1 Million)**  
Effective use of collateral for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign with a budget less than \$1 million.

### CANDIDATE DIVISION

- N09 Direct Mail - For Governor**  
Direct mail piece made for any Gubernatorial Candidate Campaign.
- N10 Direct Mail - For Statewide (Non-Federal/Non-Gubernatorial)**  
Direct mail piece made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N11 Direct Mail - For State Legislature**  
Direct mail piece made for any state legislature Candidate Campaign.
- N12 Direct Mail - For Local/Municipal/Mayoral - Small Budget (<\$1 Million)**  
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N13 Direct Mail - Local/Municipal/Mayoral**  
Direct mail piece made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).

- N14 Direct Mail - GOTV (Non-Federal)**  
Direct mail piece made for any non-Federal GOTV Candidate Campaign.
- N15 Direct Mail - Independent Expenditure Campaign - For Governor**  
Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- N16 Direct Mail - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.
- N17 Direct Mail - Independent Expenditure Campaign - For State Legislature**  
Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.
- N18 Direct Mail - Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**  
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N19 Direct Mail - Independent Expenditure Campaign - Local/Municipal/Regional**  
Direct mail piece made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N20 Television - For Governor**  
Television advertisement made for any Gubernatorial Candidate Campaign.
- N21 Television - For Statewide (Non-Federal/Non-Gubernatorial)**  
Television advertisement made for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N22 Television - For State Legislature**  
Television advertisement made for any state legislature Candidate Campaign.
- N23 Television - For Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**  
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N24 Television - Local/Municipal/Mayoral**  
Television advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget more than \$1 million (including Special Elections).
- N25 Television - Independent Expenditure Campaign - For Governor**  
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.
- N26 Television - Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Television advertisement made for an independent expenditure campaign for any statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N27 Television - Independent Expenditure Campaign - For State Legislature**  
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.

- N28 Television - Independent Expenditure Campaign - For Local/Municipal/Mayoral -Small Budget Campaign (<\$1 Million)**  
Television advertisement made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million (including Special Elections).
- N29 Television - Independent Expenditure Campaign - Local/Municipal/Mayoral**  
Television advertisement made for an independent expenditure campaign for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million (including Special Elections).
- N30 Internet Advertising - For Governor**  
Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.
- N31 Internet Advertising - For Statewide (Non-Federal/Non-Gubernatorial)**  
Online, social, or mobile advertisement made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N32 Internet Advertising - For State Legislature**  
Online, social, or mobile advertisement made for any state legislature Candidate Campaign.
- N33 Internet Advertising - For Local/Municipal/Mayoral - Small Budget Campaign (\$1 Million)**  
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N34 Internet Advertising - Local/Municipal/Regional**  
Online, social, or mobile advertisement made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N35 Website - Governor**  
Website made for any Gubernatorial Candidate Campaign.
- N36 Website - For Statewide (Non-Federal/Non-Gubernatorial)**  
Website made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N37 Website - State Legislature**  
Website made for any state legislature Candidate Campaign.
- N38 Website - Local/Municipal/Mayoral - Small Budget Campaign (<\$1 Million)**  
Website made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N39 Website - Local/Municipal/Mayoral**  
Website made for any state local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N40 Digital Independent Expenditure Campaign - For Governor**  
Digital piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.
- N41 Digital Independent Expenditure Campaign - For Statewide (Non-Federal/Non-Gubernatorial)**  
Digital piece for an independent expenditure campaign made for any down-ballot statewide Candidate Campaign, excluding Federal and Gubernatorial races.
- N42 Digital Independent Expenditure Campaign - For State Legislature**  
Digital piece for an independent expenditure campaign made for any state legislature Candidate Campaign.

- N43 Digital Independent Expenditure Campaign - For Local/Municipal/Mayoral - Small Budget (<\$1 million)**  
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget less than \$1 million.
- N44 Digital Independent Expenditure Campaign - Local/Municipal/Mayoral**  
Digital piece for an independent expenditure campaign made for any local/municipal/Mayoral Candidate Campaign with a budget greater than \$1 million.
- N45 Radio Advertisement - Non-Federal**  
Radio advertisement made for any non-Federal, downballot Candidate Campaign.
- N46 Field Program - Non-Federal**  
Field program for any non-Federal, downballot Candidate Campaign.
- N47 Field - GOTV - Non-Federal**  
GOTV for any non-Federal, downballot Candidate Campaign.