UNITED STATES *Dressage* FEDERATION

GMO Website Award – Guidelines

The USDF Group Member Organization (GMO) Website Awards are designed to recognize outstanding efforts in web design by GMOs. Awards in four categories will be presented to GMOs for exemplary website design, as it relates to user experience.

Categories

Best User Experience for GMOs with:

- Less than 75 members
- 75 to 174 members
- 175 to 499 members
- 500 or more members

Eligibility

Any GMO in good standing with USDF may nominate its website for the contest. A GMO web designer may be either paid or a volunteer. If a GMO has chapters, the GMO will choose which of its chapters' websites to enter and should be nominated by an official of the GMO.

Nomination Process

Nominations are due by **August 31st**. Only an official representative of a GMO may submit the nomination. It is the responsibility of the GMO to ensure that only one official representative submits the nomination.

Nominations must be submitted on the official nomination form. The address of the GMO's website must be filled out correctly or the site will not be judged.

The number of members that the GMO has on file as of August 31st will determine the size category in which the nomination will be entered. USDF reserves the right to transfer a nomination to another size category should the membership records not match. Incomplete or late entries will not be accepted. Early nominations are accepted and encouraged.

Judges

The USDF Group Member Organizations Committee will appoint individuals to judge the entries. Committee members serving as judges will not judge nominations from GMOs to which they belong. Nominations will be judged on:

- GMO Information
- Number of clicks
- Links
- Menu
- Navigability
- Help/FAQs
- Membership Information
- Look and Feel
- Promotion of local horse community

The judges' decisions are final.

Presentation

One winner and one honorable mention recipient will be awarded in each category. First place awards will be presented at the Board of Governors General Assembly during the Adequan/USDF Annual Convention and honorable mention recipients will be announced. All winners will be published in the yearbook Issue of *USDF Connection*. GMOs winning in the Best User Experience categories will receive one 1/6-page black and white ad in *USDF Connection* for GMO use.

Please complete this form and e-mail it to gmoliaison@usdf.org by August 31st. Applications received after August 31st will not be accepted.

Name of GMO: _____

Name of Person Submitting Nomination: _____

Title of Person Submitting Nomination: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-mail: _____

Please check the box and fill out the information for the appropriate size category for your GMO. Each GMO is only eligible for one category. Make sure that your web address is accurate or it will not be judged.

Website – Best User Experience
☐**Category 1: GMO with less than 75 members**

Website Address:_____

Name of Web Designer:_____

Website – Best User Experience
☐**Category 2: GMO with 75-174 members**

Website Address:_____

Name of Web Designer:_____

Website – Best User Experience
☐**Category 3: GMO with 175-499 members**

Website Address:_____

Name of Web Designer:_____

Website – Best User Experience
☐**Category 4: GMO with 500 or more members**

Website Address:_____

Name of Web Designer:_____