

68TH ANNUAL GOLDEN TRUMPET AWARDS



Eligibility & Rules

The Golden Trumpet Awards recognize the work that shapes conversations, builds trust, and drives real-world impact across communications, marketing, and public relations. These guidelines ensure a fair and consistent evaluation process.

Who Should Enter

The Golden Trumpet Awards are open to:

- Communications, marketing, and public relations professionals working independently or on behalf of agencies, corporations, nonprofits, government, or other organizations within a 550-mile radius of Chicago
- Professionals outside this geographic area who lead or support communications efforts for organizations based in the Chicagoland region
- Both PCC members and non-members. Membership is not required to enter; however, PCC members receive discounted entry fees

Related Resource: [How to Enter](#)

What Work Qualifies

Entries must reflect work conducted between **January 1 and December 31, 2025**.

Campaigns that began prior to January 1, 2025 or extended into 2026 are eligible, provided that the majority of the work and measurable results occurred within the 2025 calendar year. This ensures all entries are evaluated on a consistent timeframe and level of impact.

Entry Deadline

All entries must be submitted online by: **Friday, June 5 at 11:59 PM CST.**

How Work is Evaluated

Entries are evaluated using a standardized scoring framework focused on **Objectives, Strategy & Execution, Creativity, Results & Impact**, and **Overall Quality of Entry**.

- A single campaign may be entered into multiple relevant categories
- Individual components of a broader campaign may also be submitted separately
- Business, government, nonprofit, education, and association work may be entered in any applicable category
- Judges may recommend category adjustments if an entry is better aligned elsewhere
- Final category placement decisions are made by the Golden Trumpet Awards Judicial Chair

Categories are structured to reflect how modern communications work is developed, executed, and measured across sectors. Related Resource: [Judging Criteria](#)

Entries may be submitted across **Campaign Excellence, Channel & Execution**, and **Sector & Mission** categories.

Related Resource: [Categories](#)

Multilingual Campaigns

The Publicity Club of Chicago encourages submissions representing multilingual and multicultural audiences. All non-English materials must include English translations for judging purposes.

Submission Standards

- Entries must be submitted through the official online platform and follow all stated requirements
- Entrants are responsible for the accuracy, completeness, and clarity of all materials submitted
- Entries that do not meet submission standards may be disqualified at the discretion of judges or organizers
- All entry fees are final and non-refundable

Entries are reviewed by experienced communications leaders across agency, corporate, nonprofit, and media sectors.

Questions

If you have additional questions, contact: office@publicity.org.