

NSBF Showcase Your Byway Program FAQ's - 2024

1. What is the Showcase Your Byway Contest?
The NSBF "Showcase Your Byway Contest" is an annual Membership Program to encourage new and renewed NSBF memberships for the coming year.
2. How does your byway qualify for the Showcase Your Byway Contest?
A byway organization or a DMO membership paid by mid-December for the coming year is automatically entered.
3. What is the membership year with NSBF?
The calendar year. If you pay your membership in the fourth quarter of the year, you are considered a member during the remainder of that year and the following calendar year.
4. How can we pay our Byway Organization or DMO membership?
Either by mailing a check or paying safely through PayPal online - See our nsbfoundation.com website for membership details.
5. When is the deadline to qualify for automatic inclusion in the selection to be considered for the 2024 Showcase Your Byway Contest?
Receipt of 2024 paid NSBF membership by Monday, December 18, 2023, with a check received or through the online membership payment system.
6. When will the selection of 2024 Showcase Your Byway contest winners take place?
Tuesday, December 19, 2023. Information about selection participation will be on our website one week prior.
7. How many byways can appear as a Showcase for a given month?
One byway (new in 2024).
8. How does it work when a DMO or Organization represents more than one byway with their NSBF membership?
The organization must identify a single byway as the candidate for the Showcase. The membership paying organization may certainly appear in descriptions and news releases.
9. How is the "Showcase Your Byway Contest" managed?
NSBF will hold the Showcase selection on or about mid-December annually through the National Office. Names of byways will be drawn at random with membership representing one byway. Byways will be selected representing the months of the year. Bonus: for the 2024 Showcase, we will be selecting 13 winners with the final selection chosen for January 2025, giving time for the Showcased byway to prepare materials. In future years we will select 12 winners again.
10. Is there a cash prize?
No. This is an event with the purpose of generating byway visibility so that byways increase awareness among the traveling public. It is a public relations opportunity to highlight your byway and its points of interest to visitors.
11. How long does NSBF "Showcase Your Byway?"
One month for the assigned month.
12. Where does the "Showcase Your Byway" feature appear?

NSBF Website/Blog, Newsletter, Facebook, and other social media.

13. What is the byway or byway organization required to do prior to their featured month?
Send a narrative description of your byway and 5-6 high resolution photographs with permission given to NSBF for its unlimited use. A NSBF membership committee member will be in contact with you well before the month being Showcased. Ideally two months lead-time is best.
14. Can a byway win the Showcase Your Byway Contest two years in a row?
No. An annual Showcase winner is left out of the contest selection for one year. (Of course we want to feature as many different member byways as possible!)
15. If a DMO, Chamber, or planning agency had a byway recognized as a Showcase winner this year, can a different affiliated byway be eligible for contest selection for the next year?
Yes, but the organization must designate a different byway from one that was featured in the Showcase for the current year.