



An award for Lions Public Relations Excellence
Call for Entries 2025

The Syd Packham Award acknowledges the best public relations/publicity program undertaken by a club in Australia and Papua New Guinea. The award is announced at the Annual Multiple District Convention each year.

Any club may submit an entry to compete for the Award. This year, entries must be received by the Executive Officer by 31 March 2025.

In order to compete for the Award, clubs must:

- 1 Provide a cover letter not exceeding one page, describing the public relations or publicity program and describing its impact
- 2. Completing this form.
- 3. Providing two, high resolution digital images of the event, program or activity, preferably showing Lions members in action at the program

District & Club Name:

Name of the Event or Program:

Location:

Date:

Description of the activity or event:

Reach/Attendance

(How many people were impacted by the program. Please justify your answer)

Why should your project receive the Syd Packham Award?

Other Comments: