



WXXV VIEWERS' CHOICE AWARDS 2026

THE COAST IS VOTING.

WILL YOUR BUSINESS BE NAMED ONE OF THE BEST?

19,000+

NOMINATIONS

106,000+

VOTES

Hundreds

OF LOCAL BUSINESSES

15,000+

GULF COAST RESIDENTS

QUESTIONS? REACH OUT TO VCA@WXXV25.COM

A decorative graphic at the bottom of the page consisting of several overlapping, wavy shapes in shades of blue and yellow, resembling a stylized coastline or water waves.



BUSINESS PARTICIPATION GUIDE

WHY VCA MATTERS

THE COAST IS VOTING

19,000+

NOMINATIONS

106,000+

VOTES

BUILD COMMUNITY TRUST

A VCA nomination tells customers you're among the Gulf Coast's favorites.

ACTIVATE LOYAL CUSTOMERS

Encourage supporters to nominate and vote for your business daily.

Hundreds

OF LOCAL BUSINESSES

15,000+

GULF COAST RESIDENTS

GAIN MULTI-PLATFORM EXPOSURE

Reach audiences through WXXV, FOX, NBC, & CW plus WXXV Online Platforms.

EARN BRAGGING RIGHTS

Winners receive recognition, promotional opportunities, and year-round visibility.

QUESTIONS? REACH OUT TO VCA@WXXV25.COM

1

VCA WINNER'S SPOTLIGHT SERIES

VCA Winners will have the chance to partake in our winner's spotlight series on WXXV News 25!

2

ONLINE SPONSORSHIP MARKETPLACE

Reserve select sponsorship opportunities instantly through our self-service platform.

NEW TOOLS MAKE PARTICIPATION EASIER, FASTER, AND MORE VISIBLE FOR LOCAL BUSINESSES.

QUESTIONS? VCA@WXXV25.COM



WXXV VIEWERS' CHOICE AWARDS 2026

CAMPAIGN TIMELINE

NOMINATE VOTE CELEBRATE

THREE MAJOR MILESTONES guide businesses from community nominations to daily voting and the live VCA Gala celebration.

TOP 5 BUSINESSES IN EACH CATEGORY ADVANCE TO THE VOTING ROUND.

1

NOMINATION ROUND

JULY 7 - JULY 28

Top 5 businesses in each category advance
Businesses earn finalist consideration through
customer nominations.

2

VOTING ROUND

AUGUST 12 - SEPTEMBER 9

Vote one time per day per category
Supporters may return daily to vote in each
applicable category.

3

VCA GALA

OCTOBER 29

Ground Zero Blues Club
Winners announced live.

NOMINATION ROUND → VOTING ROUND → VCA GALA

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VCA@WXXV25.COM

HOW BUSINESSES WIN

1

GET NOMINATED BY YOUR CUSTOMERS

Start by activating the customers and supporters who already know your business.

2

ADVANCE TO THE VOTING ROUND

The top nominees move forward into the next stage of the campaign.

3

PROMOTE DAILY VOTING USING OUR FREE VCA TOOLKIT

Use the provided promotional materials to remind supporters consistently.

4

ENGAGE YOUR AUDIENCE THROUGH SOCIAL, EMAIL, QR CODES, AND TEXT VOTING

Make participation easy across every customer touchpoint.

5

CELEBRATE YOUR WIN AT THE VCA GALA

Bring the campaign together at the live awards celebration.

VCA QUICK FACTS

HOW OFTEN CAN PEOPLE VOTE?

Once per day, per category.

HOW MANY BUSINESSES ADVANCE?

Top 5 nominees in each category.

DO I HAVE TO ADVERTISE TO WIN?

No. Participation is free.

HOW ARE WINNERS SELECTED?

The business with the most **verified votes** wins.

WHAT'S NEW IN 2026?

Text-to-Vote, Self Service Sponsorships, and VCA Winner's Spotlight Series.

WHERE CAN I GET PROMOTIONAL MATERIALS?

Download the free **VCA Business Toolkit**.

FOOD & BEVERAGE

Asian Cuisine
BBQ
Bar
Bakery
Bloody Mary
Boiled Crawfish/Shrimp
Breakfast
Butcher
Brewery
Brunch
Burgers
Chef
Coffeeshouse
Daiquiri Shop
Dessert
Dinner
Donuts
Food Truck
Grocery Store
Happy Hour
Ice Cream
Italian Cuisine
King Cake
Liquor Store
Lunch
Mexican Cuisine
Outdoor Dining
Oysters
Pizza
Po-Boy
Seafood Cuisine
Snoball
Steakhouse
Sushi
Vegan/Vegetarian

SERVICES

Accounting Service
Architecture Firm
Auto Service/Repair
Automotive Detail
Bank
Barber Shop
Boat Repair
Campground/RV Park
Car Wash
Cleaning Service
Computer Repair
Contractor/Construction
Credit Union
Dry Cleaner
Electrician
Event Planner
Funeral Home
Hair Salon
Heating and Air
Home Builder
Insurance Agency
IT Services
Jewelry Repair
Landscaping/Lawn Service
Law Firm
Med Spa
Mobile Phone Repair
Mortgage/Home Loan
Motorcycle & ATV Repair
Moving Company
Nail Salon
Painting Company
Pest Control
Pet Boarding/Grooming
Photographer
Plumber
Pool Company
Printing Company
Quick Oil Change
Real Estate Agent
Real Estate Group
Roofing Company
RV Dealership
Security Company
Tire Shop
Towing Service
Veterinarian
Videographer
Window and Glass Repair
Tutoring



2026 BEST LOCAL VCA CATEGORIES

LOCAL COMMUNITY + HEALTHY LIVING

LOCAL COMMUNITY

Chamber of Commerce
Community Event
Community Partner
Downtown
Animal Rescue
Church/Place of Worship
Festival
Podcast
Print Publication
Private School
Radio Station
School District
Non-Profit Organization
Best Place to Work
Tourist Attraction
Trade/Technical School
Veteran Owned Business

HEALTHY LIVING

Assisted Living/Memory Care
Audiology Clinic
Boot Camp
Cardiology Clinic
Chiropractic Center
CrossFit Gym
Dance Studio
Day Spa
Dental Clinic
Dermatology Clinic
ENT Clinic
Eye Clinic
Gym/Fitness Center

Home Health Agency
Hospice Agency
Hospital
Laser/Skin Care
Lasik Surgery
Martial Arts Training
Massage
Medical Clinic
Medical Weight Loss Clinic
Mental Health Service
OB/GYN Clinic
Orthodontics Clinic
Orthopedic Clinic

Palliative Care Agency
Pediatric Clinic
Personal Trainer
Pharmacy
Physical Therapy Clinic
Physician
Plastic Surgery Clinic
Rehabilitation
Retirement/Independent Living
Urgent Care
Yoga/Pilates/Barre Studio



2026 BEST LOCAL VCA CATEGORIES

SHOPPING + ARTS & ENTERTAINMENT

SHOPPING

Antique Store
Bargain Store
Boat/Watercraft Dealer
Boutique
Bridal/Formal Wear
Children's Consignment
Cigar Shop
Clothing Consignment
Clothing Store
Eye Glass Store
Flooring/Carpet
Florist
Furniture Store
Gift Shop
Hardware Store

Home Appliance Store
Home Store
Jewelry Store
Mattress Store
Men's Clothing Store
Motorcycle Dealership
Music Store
New Car Dealership
Pawn Shop
Pet Store
Plant/Garden Supply
Pre-Owned Car Dealership
Sporting Goods Store
Tattoo Gallery
Women's Clothing Boutique

ARTS & ENTERTAINMENT

Art Gallery
Bookstore
Casino Players Club
Casino Resort
Casino Sportsbook
Children's Party Venue
Date Night Spot
Family Entertainment
Fishing Charter
Golf Course
Hotel Property
Live Entertainment
Live Theatre
Loosest Slots
Museum
Nightlife
Wedding Venue



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QUESTIONS? REACH OUT

QUESTIONS? REACH OUT TO

VCA@WXXV25.COM

MORE QUESTIONS? REACH OUT TO VCA@WXXV25.COM

FREE VCA BUSINESS TOOLKIT

Download promotional materials and use them to support nominations, daily voting reminders, and customer engagement.

1

GET NOMINATED

Get nominated by your customers.

2

ADVANCE

Advance to the voting round.

3

PROMOTE DAILY VOTING

Promote daily voting using the free VCA toolkit.

4

ENGAGE SUPPORTERS

Use social, email, QR codes, and text voting to reach your audience.

5

CELEBRATE

Celebrate your win at the VCA Gala.

USE EVERY CUSTOMER TOUCHPOINT.

Engage your audience through social, email, QR codes, and text voting.

PARTICIPATION IS FREE.

Businesses do not have to advertise to win; the business with the most verified votes wins.