



BUSINESS AWARD NOMINATION

AGRI-TOURISM BUSINESS OF THE YEAR

Presented by African Lion Safari

This award category applies to an agricultural operation that has exhibited strong growth in a tourism product, attraction or event and customer service. It is recognized for its community involvement, partnership and leadership. Operators have demonstrated a concerted effort to promote Hamilton's image in marketing initiatives geared to attracting visitors to the City of Hamilton, from January 1, 2011 to December 31, 2011.

DEADLINE FOR SUBMISSION PACKAGES IS TUESDAY, JANUARY 31, 2012, 4pm.

GUIDELINES

- The three questions must be completely answered.
- Each answer not to exceed 250 words.
- Be thorough and factual and reflect the achievements of the nominee and draw out their outstanding achievements during 2011.
- Using information, statistics and examples from current nomination year (January 1, 2011 - December 31, 2011).
- Include letters of support, emails, online testimonials (eg. tweets, blog, message board, reviews, etc) from 2011.

QUESTIONS

To be consistent for the judging panel, each answer not to exceed 250 words:

Provide three (3) examples of the marketing collateral material and/or tools that you implemented to attract tourists to your business during 2011.

1. Describe how your Agri-Tourism operation has shown community involvement, partnership and leadership. Emphasis should be placed on examples that demonstrate initiative, creativity, and going above and beyond to contribute to the growth of the tourism industry within the City of Hamilton during 2011.
2. Describe your success in achieving high levels of customer satisfaction for a visitor.
3. Provide statistics or evidence of your growth and/or record of success in attracting tourists between January - December 31, 2011.

NOMINATION PACKAGE REQUIREMENTS

To be consistent for the judging panel, all nomination packages must be received in the following format.

1. Include Nomination Form
2. Complete answers to above questions
3. Include letters of support and/or testimonials from 2011
4. 8 ½ x 11 white paper only, single sided, in a properly secured folder or binder
5. Tape, staple or photograph newspaper clippings, brochures, promotional material, etc to 8 ½ x 11 white paper
6. Packages will not be returned. Please do not include personal items
7. Late and/or incomplete submissions will not be accepted



Please address the nomination package to Tourism Hamilton, Kathy Dunn, Tourism Event Coordinator
34 James Street South, Hamilton, ON L8P 2X8

For more information, please contact Tourism Hamilton at 905 546-2424 x5771 or tourism@hamilton.ca.



NOMINATION FORM

NOMINATION CATEGORY:

☐ Business ☐ Marketing ☐ Industry Award of Excellence

AWARD NAME: _____

(Please indicate the specific award which you are nominating the person or organization – kindly submit only one nomination per form.)

NOMINEE INFORMATION:

NOMINEE NAME/ORGANIZATION: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

E-MAIL: _____

YOUR INFORMATION:

NOMINATED BY: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

E-MAIL: _____

Please forward your completed nomination form(s) by Friday, December 16, 2011, 4pm, via fax, e-mail or mail to:

Tourism Hamilton
Attention: Kathy Dunn
kathy.dunn@hamilton.ca
34 James St. S. Hamilton, ON L8P 2X8
905-546-2424 x5584 Fax: 905-546-2667