



MARKETING AWARD NOMINATION BROCHURE OR PROMOTIONAL PIECE OF THE YEAR

Presented by

This award category applies to any printed tourism brochure or promotional piece (printed collateral, flyers, various advertising, promotions and/or web) that has produced exceptional coverage that features a City of Hamilton tourism product or experience. The design and circulation of the promotion has been geared to attracting visitors to the City and enhancing Hamilton's image, between January 1, 2011 and December 31, 2011.

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

GUIDELINES

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

QUESTIONS

To be consistent for the judging panel, each answers not to exceed 250 words. A copy of the brochure, flyer, web, promotional piece for judging purposes must be included:

- Print entries must be accompanied by original tear sheets or clear legible photocopies.
 - Interactive entries must be accompanied by print-outs of sample materials.
1. Describe how the design and the content of the brochure or promotional piece engaged visitors to experience the business, event or attraction between January 1 - December 31, 2011.
 2. Provide statistics or evidence of the success of the promotional piece in attracting tourists to the City of Hamilton between January 1 - 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
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