



## **BUSINESS AWARD NOMINATION EVENT OR FESTIVAL OF THE YEAR**

*Small - Presented by Mohawk College of Applied Arts & Technology*

*Medium - Presented by LIUNA Station / LIUNA Gardens*

*Large - Presented by Carmen's*

This award category applies to an event or festival that has played a significant and active role attracting out-of-town visitors to the City of Hamilton between January 1, 2011 to December 31, 2011. Organizers have demonstrated a concerted effort to promote Hamilton's image in marketing initiatives geared to visitors living beyond Hamilton's boundaries, ie., Niagara, GTA, Buffalo, etc.

**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 event or festival and draw out their outstanding achievements.
- 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).

### **QUESTIONS**

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

1. Describe the goals of the event or festival. Include a full description of the event or festival. Include a budget, partnership endeavours, event program, itineraries and listing of events.
2. Provide examples and describe the marketing programs/ tools that were have used to attract out-of-town visitors to your event or festival, while promoting Hamilton's image during 2011.
3. Describe the successes of how the event or festival has positively impacted tourism providing evidence of your growth attracting visitors from outside Hamilton in 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](mailto: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