



MARKETING AWARD NOMINATION

TOURISM WEBSITE OF THE YEAR AWARD

Presented by OK&D Marketing Group

This award category acknowledges a newly developed or re-designed website (between January 1, 2011 and December 31, 2011) that is interactive and appealing to potential visitors. The website content reflects engaging information on the City of Hamilton's tourism industry and product.

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 website and its 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

Websites will be judged on design, content, visual appeal, ease of use, partnerships and packaging opportunities. To be consistent for the judging panel, each answer not to exceed 250 words:

Please provide your URL. Interactive entries must be accompanied by printouts of sample materials.

1. Describe how the design and content of the website engages the visitor to want to experience your business, attraction, product, event or tourism experience.
2. Demonstrate the success of the website by describing your measurable web statistics and how it has directly related in attracting tourists to the City of Hamilton.

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