



## **MARKETING AWARD NOMINATION**

### **TRAVEL JOURNALISM STORY OF THE YEAR**

*Presented by Hamilton Port Authority*

This award category recognizes a published editorial article (published between January 1, 2011 and December 31, 2011) that features Hamilton as a compelling travel destination (includes print, TV, radio and web). The design and circulation of the article has been geared to enticing visitors to the City and enhancing Hamilton's image.

**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 and reflect the achievements of the nominee 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).

### **CRITERIA FOR TRAVEL JOURNALISM NOMINATIONS**

*(in addition to the General Criteria above)*

- Any published editorial article that highlights Hamilton as a compelling travel destination in either print, television, radio or web.
- Any published photography, either print or television, that highlights Hamilton as a compelling travel destination.
- Nominations must include the original article or a clear legible photocopy of the article where the name and date of the article are clearly visible.
- If the article is more than one page in length, the pages must be numbered and the entrant's name and nomination category clearly shown on each page.
- Broadcast entries should be submitted with an audio cassette or CD and all entries must be labeled with the network, air date, program name and the name of the station producer (entries must include the on-staff/freelance journalist's name and address).

### **QUESTIONS**

Please include a copy of the Travel Journalism Story.

1. Describe the story's audience and circulation.
2. Describe the success of the story in attracting visitors to the City of Hamilton from January 2011 to December 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](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