



TOURISM HAMILTON

Awards

HOW TO SUBMIT A WINNING NOMINATION PACKAGE

BEFORE YOU START

- Read the award criteria and questions carefully, your submission will be ranked by a third party panel of independent judges.
- Do not feel intimidated if this is your first entry. Your success depends on the strength and completeness of your entry.
- Ask previous award winners for their advice.
- Gather supporting testimonials, letters of support and promotion material (two to five pieces).
- Brainstorm ideas with co-workers and community partners.
- If you are a volunteer group whose committee structure changes from year to year, ensure the strongest writer helps write the entry.
- Do not assume the judges know of you or your business/attraction/event. Often times judges are from out of town or not even in the tourism industry.

READY TO START

- Keep your two – three answers concise and simple, but answer the questions completely (maximum 250 words per question).
- Be thorough, factual and reflect the achievements of the nominee and draw out their outstanding achievements.
- Have someone who's not familiar with you, your business, event, festival, organization read over your submission.
- Spelling and grammar checks are vital.
- Let your enthusiasm come through in your entry.

FOR MORE THAN ONE CATEGORY

Tailor your entry to be specific to each award category as questions vary, what is applicable in one category, might not be in another.

INDUSTRY AWARDS OF EXCELLENCE

- Include as much background as possible on the person and remember to indicate how this individual has gone above and beyond.
- Ensure you answer the questions, include testimonials, letters of support where applicable (two – five pieces).

BUSINESS CATEGORIES

- How do you market both in and out of the City of Hamilton? It is not enough to say you used radio, TV and print, please elaborate and give examples.
- Give specific details, ie., when/where/what/how often your attraction/event was marketed. For questions about results, list the value of the publicity you received, media will provide this information if asked.
- Visuals are important so please include photos (or colour copies) of your attraction/event.
- Samples of marketing will add to the overall impression and judges can see the scope/impact of your marketing efforts.

FOR OTHER AWARD CATEGORIES

- Answer the questions in the entry submission guidelines as specifically as possible.
- Questions may focus on planning, partnerships, measurement of success and tracking methods, or customer service techniques.
- Include testimonials, articles, emails, messages, and comments from your customers.
- Include any literature that shows how you excelled in the category for which you have been nominated, ie., cards, letters of thanks, etc.

FORMAT REQUIREMENTS

To be consistent for the judging panels, all nomination packages must be received in the following format:

- 8½" x 11" paper single sided black ink.
- Tape, staple or photograph newspaper clippings, brochures, promotional material to 8½" x 11" paper.
- No binders. Please staple submission packages.
- Packages will not be returned. Please do not include personal items.

NOMINATION PACKAGE CHECKLIST

Please check that you have included each component in your submission.

Incomplete and/or late nominations will not be considered.

- ☐ Completed Nomination Form
- ☐ Complete Answers to the 2-3 Questions
- ☐ Letters of Support and/or Testimonials

Please contact Kathy Dunn, Tourism Hamilton, 905-546-2424 x5584 or Kathy.Dunn@hamilton.ca if you require additional information or details.

tourismhamilton.com