



TOURISM HAMILTON

Awards

HOW TO SUBMIT A WINNING NOMINATION PACKAGE

BEFORE YOU START

- Brainstorm ideas on the successes for 2011 to draw Hamilton visitors.
- Gather testimonials and letters of support received in 2011.
- Organize the promotional materials produced in 2011.
- Review the questions for the nomination category and collect relevant information.
- Ask previous award winners for advice on nomination package submission.
- Make an appointment with Tourism Hamilton staff to review previous award winning submissions and ask questions.

READY TO START

- Keep your answers concise and simple but answer question completely with good examples, statistics and specific information (maximum 250 words per question).
- Be factual and reflect outstanding achievements from current nomination year (2011).
- Ensure a strong writer helps prepare the entry. Check spelling and grammar.
- Do not assume judges know of you or your business /attraction/event.

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.

NOMINATION PACKAGE REQUIREMENTS

Ensure 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**
- **8 1/2x11 white paper only, single sided in a properly secured folder or binder**
- **Tape, staple, or scan newspaper clippings, brochures, promotional material and present on 8 1/2 x 11 white paper.**
- **Packages will not be returned. Please do not include personal items.**
- **Late and/or incomplete submissions will not be accepted.**

INDUSTRY AWARDS OF EXCELLENCE

- When nominating an individual, provide a profile on their position and years of service.
- Focus on how the individual has provided exceptional service or effort during the current nomination year (2011).
- Ensure your testimonials and letters of support speak to the current nomination year (2011).

BUSINESS CATEGORIES

- Focus on how you market beyond the Hamilton borders to engage the visitor to Hamilton. Give specific examples of when, where, who, and how your business was marketed.
- Provide specific statistics on growth and results of your 2011 efforts..
- For questions about results, list the value of the publicity you received. Media will provide this information if asked.
- Visuals are important so include photos as well as samples of your marketing.

FOR OTHER AWARD CATEGORIES

- Answer the questions as specifically as possible.
- Focus on measurements of success and tracking methods to qualify your statements.
- Include testimonials, articles, cards, letters of thanks, emails, on line messaging from current nomination year (2011).

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

tourismhamilton.com