

## 2020 Excellence in Sales & Marketing

### Call for Nominations

LeadingAge Washington is inviting nominations for the 2020 Excellence in Sales & Marketing Awards, the most prestigious recognition honoring outstanding Sales & Marketing professionals in this industry. The Excellence in Sales & Marketing Awards acknowledge customer and business-focused strategic marketing practices that utilize tactical and creative thinking with measurable results. Highlight and select several of the "stand-out" marketing, advertising, events and programs you implemented in 2018 or 2019 as entries. The winners will be announced at our Annual Conference at the Davenport Grand Hotel in Spokane, June 15-17, 2020. Submit to our office or postmarked by April 1, 2020.

For your convenience, we have included a link to our

[Packet Details](#)

### Nominator Information:

Person submitting this entry

**Full Name \***

First Name

Last Name

**Title \***

**E-mail \***

example@example.com

**Phone Number \***

Area Code Phone Number

**Catagory Information**

We would like to be considered for the following catagory. (one catagory per nomination)

**Categories: (Select one) \***

- Print Advertising
- Broadcast Advertising
- Digital Marketing
- Social Media Marketing
- Marketing Event to Drive Sales / Occupancy
- Social Accountablity / Community Outreach Event, Program or Initiative
- Public Relations
- Integrated Marketing
- Small Budget under \$50,000 yr. Community

**Nominee Information:**

Organization being nominated

**Organization \***

**E-mail \***

example@example.com

## Phone Number \*

Area Code Phone Number

Fill in all five sections (500 words max per section) plus the 100-word entry summary. The entry submission is essentially the marketing plan and results for the entry. Each of the areas below must be completed to be considered. The summary is the most important element of your entry, and entries tend to have better chances of winning an award when evaluation against initial objectives can be measured. Supporting materials can be uploaded below or mailed to our office.

**Situation and Marketing Objective: Background information on what inspired you to create and implement the ad, event, website, social media program, etc. Discuss unique problems or opportunities that you were trying to solve and share your goals, strategies and tactics. (up to 10 points) \***

**Action:** Give a detailed description of the “Action” (things performed or done) that took place based on the situation at your community or organization. (up to 10 points) \*

**Creativity:** Give a summary of why your ad, website, social media, event collaboration, etc. was creative or innovative. What was your creative rationale? What was distinguishable about it and give what action was the result of the creativity? (up to 10 points) \*

**Results:** Results should be specific and quantitative. Did the results accomplish your goals? Show documented facts resulting from the implementation as they relate to your original goals. Post traffic and/or sales gains and include the period of measurement. (up to 20 points) \*

**Budget and Resulting Cost Effectiveness:** Include a detailed list of dollars spent to implement your plan. All expenses must be included. This should include all production costs, media, labor costs, fees, services and incidentals. List donated expenses or “gifts in kind” separately, and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns or projects, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses but shown separately. Please include all creative fees and agency retainers in your expense summary. If you do not know your budget, please state this clearly. (up to 20 points) \*

**Please fill out the 100 word summary of your entry and results for possible use in the award presentation and publications. \***

**If the Awards Committee wish to consider your entry in a different category, is this acceptable to you? \***

Yes

No

You may send supporting materials using Dropbox or by emailing Pat directly at [psylvia@LeadingAgeWA.org](mailto:psylvia@LeadingAgeWA.org)

Please submit by using the BLUE button below. You will receive a confirmation of your nomination.

If you have any questions or problems submitting, please call our office (253) 964-8870 or email Pat at [psylvia@leadingagewa.org](mailto:psylvia@leadingagewa.org)

Thank you in advance for your contributions! LeadingAge Washington's Sales & Marketing Awards Committee!