

## Tourism Marketing Awards of Excellence:

### Tourism Marketing Campaign Award —

### Under \$25,000

This award category applies to marketing campaigns that promote tourism in Ontario (this includes destinations, attractions, tourism products, tour operators, festival and events, transportation providers etc.). The marketing budget for the overall campaign must be less than \$25,000 including any creative, production, media buying, printing, supplier costs or in-kind contributions. The campaign must include one or more advertising or marketing tactics including but not limited to print, radio, television or digital advertising, social media and media relations. The campaign can include owned, paid or earned marketing opportunities. The campaign must be for a specific limited timeframe within a calendar year.

#### Criteria

1. Nominations must show how the campaign or activity positively impacted and/or increased tourism or raised the profile of tourism in Ontario.
2. Print entries must be accompanied by original tear sheets or clear legible photocopies.
3. Digital entries must be accompanied by print-outs of sample materials.
4. Your written submission must answer the following:
  - a. List your marketing objectives.
  - b. Who was the target audience for this initiative?
  - c. What was the budget for this initiative? Please break down the budget to demonstrate how this amount was utilized.
  - d. What marketing mediums were used? (e.g. print, radio, television, digital, social media, media relations)
  - e. How was the marketing initiative implemented in terms of distribution, frequency and timing - as appropriate?
  - f. Clearly describe the effectiveness of the initiative via any measurable outcomes and results.

#### Eligibility

1. Nominations are open to all organizations in the tourism and hospitality industry operating in Ontario such as tourism and hospitality suppliers, RTOs, DMOs, cities, regions, sector associations, tour operators, attractions, festivals and events, transportation providers and advertising agencies, etc.
2. Members for the travel media categories include magazines, newspapers, independent writers and photographers, online journalists, and television and radio broadcasters.
3. Self-nomination IS permitted.
4. Nomination of a third party IS permitted. Nomination must be accepted by the nominee PRIOR TO the submission of nomination and provided in a written format included with the submission. Should the nomination be selected as a finalist, both organizations (if applicable) would be recognized, i.e., advertising agency and the client.
5. Nominees may not hold elected public office.
6. The OTMPC and its advertising agencies are not eligible for nomination.
7. Initiatives where more than 50% of the budget was supported financially by OTMPC or utilized the OTMPC's ad agency of record (i.e. FCB/Fuel Advertising) are not eligible for submission.
8. There should be an identified person or persons with whom to associate the successful idea or operation (owner, operator, employee, committee chair, etc.)
9. Submission must be for activities that took place between January 2014 and December 2014.
10. Please note that a separate nomination form must accompany each entry.

## How to Apply

1. Carefully read over the descriptions and criteria for the award category.
2. Be sure to answer each criterion. Each answer must be labelled with the appropriate question number or letter. Submissions will be accepted in sentence, paragraph or point-form. Written submission must not exceed five pages.
3. Print 5 copies of your nomination and 5 copies of your nomination checklist (signed and attached to each copy as a cover page).
4. Attached 5 copies of all supporting materials/photos.
5. Send by mail or courier – not to arrive later than Tuesday, June 30, 2015 by 4:00 p.m, to:  
 Ontario Tourism Marketing Partnership Corporation, 10 Dundas Street East, Suite 900,  
 Toronto, Ontario M7A 2E1, Attention: Debra Mansillo
6. If you do not receive confirmation of receipt, or if you have any questions, please contact Debra Mansillo at 416-314-6121.

Note: To qualify, five copies of supporting samples and/or materials must accompany all nominations. Materials and/or samples submitted for nomination will not be returned. Please review, Criteria, Eligibility and the Judging Process before proceeding.

## Judging Process

The Tourism Marketing and Travel Media Awards of Excellence will be judged by a third-party panel of industry professionals. Members of the judging panel may not judge in categories for which they or related individuals and/or organizations are nominated. Finalists will be announced for each category and winners will be announced and presented with their award at the Ontario Tourism Awards of Excellence Gala on November 10, 2015.

## Nomination Checklist

Name of Award Category for Nomination:

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Nominated Company Name(s):

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Nominated Individual Name(s):

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Nominee's Title/Position:

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Nominee Address:

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Nominee Telephone:

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Nominee E-mail:

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Please ensure the following has been completed:

- ☐ This initiative did not receive financial support from OTMPC that constituted more than 50% of its overall budget or utilize the OTMPC's ad agency of record (i.e. FCB/Fuel Advertising)
- ☐ I have completed the nomination and reviewed the criteria and eligibility
- ☐ I have attached 5 copies of the nomination and all sample materials
- ☐ Submission does not exceed five pages plus samples
- ☐ Submission is for activities that took place between January 2014 and December 2014
- ☐ I have completed this checklist, signed and dated it, and included it as a cover page with each copy of the nomination

Name of Person Making Entry: \_\_\_\_\_

Address of Person Making Entry: \_\_\_\_\_

Telephone of Person Making Entry: \_\_\_\_\_

E-mail of Person Making Entry: \_\_\_\_\_

Signature of Person Making Entry: \_\_\_\_\_

Date of Nomination: \_\_\_\_\_

*Reminder: Please sign all nominations before sending them in with campaign samples.*