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**NOMINATION FORM**

**2019 FRED HEAL TOURISM AMBASSADOR AWARD**

The *Saskatchewan Tourism Awards of Excellence* recognize and foster excellence in our province’s tourism industry. These industry awards honour people, places, businesses, organizations and events that go above and beyond to offer superior tourism experiences to visitors and residents.

**ELIGIBILITY CRITERIA**

Applications will be accepted from all individuals, organizations or businesses that support the Saskatchewan tourism industry.

Nominations are based on activities completed between January 1, 2019 and December 31, 2019.

Organizations or businesses may be self‐nominated or nominated by another party.

**NOMINATION PROCESS**

Nominations are due by Friday, January 24, 2020. Awards will be presented at the 31st annual *Saskatchewan Tourism Awards of Excellence Gala* in Regina on April 2, 2020.

Nominations must be completed on this form and submitted prior to the deadline.

Nominations must adhere to the general eligibility criteria and category‐specific criteria. Nominations must be original each year and in each category. Tourism Saskatchewan reserves the right to re-categorize or reject nominations that do not meet these rules or criteria, or the spirit of the awards program.

Nominees must be advised by the applicant that they are being nominated for a *Saskatchewan Tourism Award of Excellence.*

**EVALUATION**

Nominations will be reviewed and scored by an Award Selection Committee and will be kept completely confidential.

The Award Selection Committee is an external panel. Committee members who have a conflict of interest remove themselves from judging the category in question.

Each question on the nomination form is assigned a weight relative to the total score. The weighting of each question varies, depending on the number of questions and the nature of the questions in each category.

The Award Selection Committee will select a maximum of three finalists for each award (excluding the Tourism Builder Award). Finalists will be notified by mail approximately one month prior to the *Saskatchewan Tourism Awards of Excellence Gala*.

**2019 FRED HEAL TOURISM AMBASSADOR AWARD**

**Nominator’s Contact Information /**

Please tell us about yourself. Tourism Saskatchewan will not share this information with third parties but may use your contact information to obtain additional details or clarification prior to evaluation by the Award Selection Committee.

**NOMINATOR’S CONTACT INFORMATION:**

**Last Name:** Click here to enter text. **First Name:** Click here to enter text.

**E‐mail:** Click here to enter text. **Telephone:** Click here to enter text.

**Address:** Click here to enter text. **City:** Click here to enter text.

**Province:** Click here to enter text. **Postal Code:** Click here to enter text.

**ABOUT THE NOMINEE:**

Please complete as thoroughly as possible. Verify the spelling of all names.

**The Nominee is:** Choose an item.

**FOR INDIVIDUALS:**

**Last Name:** Click here to enter text. **First Name:** Click here to enter text.

**E‐mail:** Click here to enter text. **Telephone:** Click here to enter text.

**Address:** Click here to enter text. **City:** Click here to enter text.

**Province:** Click here to enter text. **Postal Code:** Click here to enter text.

**FOR BUSINESSES OR ORGANIZATIONS:**

**Name of Business or Organization:**  Click here to enter text.

**General e‐mail:**  Click here to enter text. **Website:** Click here to enter text.

**Address:** Click here to enter text. **City:** Click here to enter text.

**Province:** Click here to enter text. **Postal Code:** Click here to enter text.

**Main Contact Person:** Click here to enter text.

**Title/Role (e.g. Owner, President, Volunteer, etc.):** Click here to enter text.

**Contact** **E-mail:** Click here to enter text.

**Contact Telephone:** Click here to enter text.

**FRED HEAL TOURISM AMBASSADOR AWARD**

***Award Criteria: Presented to the individual/committee/organization that makes a major contribution to the promotion and/or development of Saskatchewan as a tourism destination. This individual or group sees the value in teamwork and collaborates with their community and/or region to work together to promote and support tourism.***

1. **Briefly describe the nominee and provide an overview as to why this nominee is deserving of the Fred Heal Tourism Ambassador Award, highlighting how the overall criteria of this award was met. (Required) (200 word limit)**

Click here to enter text.

1. **What initiative was the nominee involved in that promoted Saskatchewan as a travel destination? (25 points) (200 word limit)**

*For this question, the nominator could describe: the project/event/committee in which the nominee has participated; how the concept for the initiative was born; how this initiative is working to attract tourists to the community/region.*

Click here to enter text.

1. **What role did the nominee play in the initiative described above? (30 points)**

**(200 word limit)**

*For this question, the nominator could describe: the nominee’s position/role within the initiative; the level of commitment the nominee devoted to this initiative (Board? Volunteer?); the amount of time that the nominee has dedicated to this initiative.*

Click here to enter text.

1. **Demonstrate that this initiative had a positive impact on Saskatchewan’s tourism industry. (25 points) (200 word limit)**

*For this question, the nominator could describe or list: data reflecting increased visitation to the area; success stories of local businesses that have seen increased business due to the initiative; testimonials from individuals/businesses that have benefitted from the initiative. The nominator should be able to show how the initiative is working to attract tourists to the community/area.*

Click here to enter text.

1. **Describe the collaboration/teamwork required to support this initiative. (20 points)**

**(200 word limit)**

*For this question, the nominator could describe: other groups/associations/businesses that have collaborated on the initiative; how these various groups have benefitted from the initiative.*

Click here to enter text.

***\*PLEASE ATTACH AND SUBMIT NO MORE THAN THREE HIGH QUALITY IMAGES WITH YOUR AWARD NOMINATION. THESE PHOTOS WILL BE USED FOR PROMOTIONAL PURPOSES IF YOUR NOMINATION IS SELECTED AS A FINALIST. PLEASE INDICATE IF PHOTO CREDITS ARE REQUIRED.***