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**NOMINATION FORM**

**2019 GIL CARDUNER MARKETING 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 GIL CARDUNER MARKETING 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.

**GIL CARDUNER MARKETING AWARD**

***Award Criteria: Recognizes creative and innovative marketing campaigns that increase business and enhance Saskatchewan’s visibility as a tourism destination. Selection of finalists will be based on quality of content, high levels of customer satisfaction with product offered, campaign distribution and quantitative results.***

***If entering a specific campaign/promotion, it must be completed and evaluated prior to the nomination deadline of January 24th, 2020.***

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

Click here to enter text.

1. **Demonstrate that the campaign has been developed based on market research and analysis. (25 points) (300 word limit)**

*For this question, the nominator could describe: the campaign concept; proven marketing strategies that were employed; viable and measurable campaign goals; the campaign’s likelihood of or potential for demonstrable success; etc.*

Click here to enter text.

1. **Demonstrate that the campaign used an innovative, unique or inspired approach to encourage travellers to visit the Saskatchewan tourism destination, product or experience featured in the campaign. (25 points) (300 word limit)**

*For this question, the nominator could describe: how the campaign is creative, inventive, memorable, ground-breaking and/or innovative in its approach; etc.*

Click here to enter text.

1. **Demonstrate that the campaign attracts or enhances public/media awareness about the Saskatchewan tourism destination, product or experience featured in the campaign.**

**(20 points) (300 word limit)**

*For this question, the nominator could describe: how the campaign positively impacts visitor perceptions of the destination/product/service/experience featured; how the campaign differentiates the nominee from similar organizations, destinations and/or competitors; etc.*

Click here to enter text.

1. **Demonstrate that interest or awareness generated by the campaign triggered increased visitor traffic to the destination, product, service or experience featured in the campaign. (20 points) (200 word limit)**

*For this question, the nominator could describe: the impact on visitor traffic, using quantitative or anecdotal data; the audience conversion rates or statistics observed; how those results are reflective of the stated campaign strategy and goals; etc.*

Click here to enter text.

1. **Demonstrate that the campaign also contributes to or enhances marketing and promotional efforts in the tourism industry locally or provincially. (10 points)**

**(200 word limit)**

*For this question, the nominator could describe: how the campaign contributes to the promotion or support of the tourism industry in Saskatchewan or locations within the province; how the campaign promotes or demonstrates collaboration with other tourism stakeholders/organizations; etc.*

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.***