**NOMINATION FORM**

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**2019 ROOKIE OF THE YEAR 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 for the Rookie of the Year Award are based on activities completed between June 1, 2018 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 ROOKIE OF THE YEAR 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, EVENTS OR ORGANIZATIONS:**

**Name of Business, Event 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.

**ROOKIE OF THE YEAR AWARD**

***Award Criteria: Presented to a Saskatchewan business, event or association that***

***has demonstrated innovation, ingenuity, hard work and perseverance to establish a strong, viable and successful new business in the tourism sector. The recipient of this award will be an entity that was launched after June 1, 2018.***

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

Click here to enter text.

1. **On what date did this tourism business, event or association begin operation? (Required) (50 word limit)**

Click here to enter text.

1. **Demonstrate that the nominee has developed a new tourism business, event or service that is innovative and/or unique. (20 Points) (200 word limit)**

Click here to enter text.

1. **Describe the nominee’s short term (1 – 5 years) goals for growing the business/event. Also describe the nominee’s long term (5+ years) goals for growing the business/event. (25 Points) (200 word limit)**

*For this question, the nominator could describe: immediate plans for maintaining/increasing visitation; partnerships that have been formed; how the business/event has been working with local/regional tourism officials; marketing plans, future plans for expansion/growth, etc.*

Click here to enter text.

1. **Demonstrate that the nominee is committed to customer/visitor/participant satisfaction. (20 Points) (200 word limit)**

*For this question, the nominator could describe or list: how the nominee meets and/or exceeds visitor expectations; how the nominee works to deliver memorable tourism experiences; any recognition, acclaim or awards received by the nominee; customer testimonials; etc.*

Click here to enter text.

1. **Demonstrate that the nominee is committed to growth, innovation and development.**

**(15 Points) (200 word limit)**

*For this question, the nominator could describe: marketing plans/strategies; what the nominee is doing to improve the quality of their business/event, innovative techniques in promoting their new business/event, etc.*

Click here to enter text.

1. **Describe the nominee’s online presence, and how this presence fits with the business goals. (10 points) (150 word limit)**

*For this question, the nominator could provide links to the nominee’s social channels, provide examples of digital marketing/communication efforts that have led to increased customer satisfaction; etc.*

Click here to enter text.

1. **Demonstrate that the nominee actively promotes the implementation of environmentally sustainable business practices and/or demonstrates these efforts in its day‐to‐day operations. (10 Points) (200 word limit)**

*For this question, the nominator could describe: how the nominee limits the negative impacts of tourism on the environment through the responsible use of resources, effective waste management and minimizing of pollution; 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.***