Dear Minnesota Travel Industry Representative,

The Minnesota Travel Marketing Awards Program is conducted each year to salute outstanding achievements in travel promotion, public relations, and the advertising of Minnesota's many travel destinations and attractions. Winning entries of travel promotions conducted from October 1, 2011 through September 30, 2012, will be recognized at the 2013 Explore Minnesota Tourism Conference, to be held February 12-13, 2013, at the Hilton Minneapolis Hotel in downtown Minneapolis.

Enclosed are copies of the nomination forms for both the Competitive and Special Recognition Programs. These are distinct programs with different judging criteria. Please share this information with your community and encourage applications.

**Competitive entries will be judged along with all other applications based on the budget categories. Organizational budgets are requested to allow the judge's insight into potential capabilities. Judges will have the ability to award for Excellence, Merit and/or not select winners in any category.**

Applicants are asked to include, with their applications, two photos of the event, promotional activity, person nominated or shots of a web site for use in the Award's Ceremony and/or posted on the industry web site. Photos should be submitted as an electronic file (jpg) and submitted on a storage device or by e-mail. Materials will not be returned after the judging process.

Examples of Competitive Categories might include the following:

**Print Ad Campaign - Broadcast Campaign - Print Fulfillment Piece - Direct Mail Campaign - Electronic Marketing - Web Site – Social Marketing - Special Promotion - Tourism Awareness - Cooperative/Partnership Marketing - Promotional/Events - Arts and Heritage Marketing**

**THE DEADLINE FOR SUBMITTING ALL APPLICATIONS IS FRIDAY, NOVEMBER 23, 2012. COMPLETED APPLICATION FORMS MAY BE MAILED TO:**

**DAVID BERGMAN**
**EXPLORE MINNESOTA TOURISM**
**1311 NORTH DULUTH AVENUE**
**THIEF RIVER FALLS, MN 56701**

For additional application materials, or if you have questions regarding the awards program, please call me at 888/563-7777 or 218/681-0997.

Best regards,

David Bergman

David Bergman
Travel & Tourism Representative

**NOMINATION FORM FOR COMPETITIVE TRAVEL MARKETING AWARDS**
**(For Projects Conducted Between October 1, 2011 and September 30, 2012)**

Please complete the following questions to nominate a tourism business or organization for a competitive tourism-marketing award.

Name of Nominee: _____

Key Contact: _____

Street Address: _____

City/State/Zip: _____

Phone and Fax: _____

E-Mail: _____

Advertising time line: From: _____To:_____

**Budget Category:**

Please check one

Organizational Budget $ 200,000 and Less _____

Organizational Budget Greater Than $ 200,000_____

Organizational budget information is requested to allow the judging panel insight into possible organizational capabilities.

Please provide the following information:

1. A one-paragraph summary of the project, stating what you wanted to accomplish, what you did to accomplish it, and how well you succeeded.

_____
_____
_____
_____
_____
_____
_____
_____

2. Describe your project goals and objectives.

3. Describe the target audience and primary markets.

4. Describe any secondary markets

5. Describe the effort's creative, background and strategy.

6. Describe the tracking system used to measure results of the project.

7. Describe the effectiveness and results of the project. (Specifically, how many people came to your community as a result of your promotion?)

_____
_____
_____
_____
_____

8. Detail the exact budget for the program, and how it breaks out. Figures should total the amount of the exact budget.

_____
_____
_____

9. What was the CPI (cost per inquiry) for the effort?

_____
_____

**Please include two (2) copies of the materials (ads, tapes etc.) for the judging process. These materials should be clearly labeled as to what they are and where they appeared. Materials may be used for the awards ceremony presentation and/or posted on the industry web site. <u>Materials will not be returned after the judging process.</u>**

Note: Each year the number of entries for the Travel Marketing Awards increases, as does the quality of the efforts entered. The creative ideas are usually strong, but the tracking and measurability are not. Program entries that give exact budget figures, specific costs on everything, and cost per inquiry, as closely as it can be calculated will receive additional consideration.

To better understand the importance of the scoring and assist you in filling out the application, a mock judges scoring sheet is incorporated.

Criteria for judging (each answer rates 1-20 points).

1. How effectively do the promotional efforts used match the objectives for this program? _____

2. Rate the creativeness and quality of the advertising examples provided. _____

3. How effectively was the budget for the advertising effort used? _____

4. How well does the advertising effort reach the intended target audience and deliver the intended message? _____

5. Were the marketing objectives of the advertising effort met? _____

Total _____

**SPECIAL RECOGNITION AWARDS**

The Special Recognition Awards are presented to individuals and organizations in recognition of major and lasting contributions to the promotion of the Minnesota travel product or dedication to and development of the Minnesota Travel Industry. As such, these awards may or may not be presented annually, but rather are dependent upon the caliber of, and supporting information for, the respective nominee(s).

Whereas the competitive awards are presented for tourism marketing efforts for the previous calendar year, the Special Recognition Awards are based on commitments to the Minnesota tourism and travel industry that represent lasting or potentially long-term effects, or significant national or international exposure of Minnesota.

Applicants are asked to include two photos of the event, promotional activity, person nominated or shots of a web site with the application. Materials may be used for the awards ceremony presentation and/or posted on the industry web site. Photos should be submitted as an electronic file (jpg) and submitted on a storage device or by e-mail.

The Special Recognition Awards fall into several categories:

**Outstanding Individual -** Presented to an individual who has actively worked to advance tourism, conducted statewide programs that enhance, underwrite, and promote the tourism industry in Minnesota. This person may be a volunteer or an employee of a tourism-related or other business. Special consideration will be given to level of achievements, time period of involvement, and overall contributions to the State's image and/or tourism industry.

**Friend of Tourism Award -** Presented to individuals who have made a significant contribution to Minnesota tourism through a project (e.g. MSP Airport enhancements), or sustained initiative (e.g. tourism awareness.)

**Sustainable Tourism**- Presented to a person, company, or institution that supports outstanding efforts to sustain, protect and enhance Minnesota's environment while promoting its tourism markets. The recipient must demonstrate a clear connection between their endeavors and tourism and must also demonstrate exceptional performance in areas such as resource conservation, performance efficiency and increased employee and guest awareness of sustainable tourism practices.

# SPECIAL RECOGNITION NOMINATION FORM FOR AWARDS

Please complete the following questions to nominate an individual or organization for a Special Recognition Award.

Name of Nominee: _____

Award Category: _____

Street Address: _____

City/State/Zip:
_____

On a separate sheet(s) of paper, please completely describe your nomination. Provide background information that effectively demonstrates and/or documents why the nomination should be considered for this award. Use the criteria set forth in the category descriptions for Special Recognition Awards as your guide. Include any additional information or materials that support your nomination.

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