



THE 2009 RENO-TAHOE AMA ACE AWARDS
OFFICIAL ENTRY KIT



2009 RENO-TAHOE AMA ACE AWARDS ENTRY FORM

entrant information

Company/Agency/Organization Name _____

Address _____

Telephone Number _____

Contact Person _____

e-mail Address _____

it's go time—fight for the ace!

You've created the message, the campaign, the results. Now are you ready to defend them? It's time to throw on your best *mascaras* and pin the competition to the mat. Show everyone just how smashing your work is. Enter your best marketing campaigns into this year's awards competition and you could join the ranks of the legendary ACE *luchadores*. We've made this year's entry process quick and easy:

1. Complete and submit the three entry pages in this packet.
2. Deliver entries, supporting materials, and fees to Bruce Knowlton at Allegra Printing 5301 Longley Lane #47 in Reno, no later than 5:00 pm, Monday, April 20.
3. Attend the ACE gala and step into the ring. See www.renotahoeama.com for event date and time.

entry guidelines

Please provide the requested information regarding your marketing campaign. Responses to the questions must be no more than two (2) pages, single-sided and 10+ point font. The PDF is designed for direct entry. If possible please complete the PDF and submit. This will ensure you are within the guidelines. But you may choose any format as long as the requirements are met. Responses over two pages or not including the following information will be disqualified. If you enter multiple campaigns, each one must be a separate entry. Hint: As you prepare your entry, please pay special attention to "Quantitative Goals" and "Results", as these responses have a major impact on your total score.

supporting materials

Please include any supporting materials, including cut sheets, CD/DVD-ROMs, brochures, etc., organized in a 2" (or less) binder for easy shipping to the judging chapter. If you have supporting materials that are too large to fit in the binder, like a poster, please mount on foam board for display purposes. During this year's awards ceremony, we'll show an image or radio/TV spot for each winner. Please email an image, radio spot (WAV, MP3 or similar format), or TV spot (Quicktime, MPEG or similar format) to bruce@allegrareno.com.

eligibility

All entries must have been printed, published, aired or broadcast for the first time between April 1, 2008 and March 31, 2009. Entries may be submitted by any company or individual involved in the creation or production of the work.

entry fees

\$35 for Members (per entry per category)

\$50 for non-members (per entry per category)

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tell us about your entry

Client _____

Name of Campaign, Publication, Event, etc. _____

Date(s) of Campaign _____

Target Market/Demographic _____

category

CC Comprehensive Marketing Campaign
DM Direct Mail Campaign
NP Non-Profit Marketing Campaign
PA Print Advertising Campaign
PR Publicity/Public Relations Campaign
RA Radio Advertising Campaign

RE Real Estate Marketing Campaign
SE Special Event Marketing Campaign
TV TV Advertising Campaign
VG Viral or Guerilla Marketing Campaign
WM Web Marketing Campaign

summary

Please provide a brief summary of your campaign.

quantitative goals

Please describe the specific goals that you aimed to achieve through this campaign.



strategies

Please list and/or describe specific publication, promotion and/or PR strategies that contributed to the success of this campaign.

results

Please provide a quantitative measurement of your results (e.g. percentage increase in revenue or market share, attendance, increased awareness)

that's it! now submit your entry!

1. All entries and supporting material must be received by 5:00 p.m. Monday, April 20, 2009.
2. Don't forget your entry fees of \$35 for Members or \$50 for non-Members, per entry per category.
3. Deliver entries, supporting materials, and fees to Bruce Knowlton at Allegra Printing 5301 Longley Lane #47 in Reno.
4. Practice your high-flying moves. You'll need them to take home the ACE!

¡ BUENA SUERTE !

