



GLAMOURACE

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** \_\_\_\_\_

let's face it. you're in marketing and you're glamorous.

Now it's time to show everyone just how smashing your work is. Enter your best marketing campaigns into this year's awards competition and you could walk home with the GlamourACE. 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 to Wild River Grille on August 28 or call Bruce Knowlton at 250.8495 or 827.6307 to arrange pick up at your office.
3. Attend the GlamourACE gala on September 25 at the Sienna!

### 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 [jhensler@hmcarchitects.com](mailto:jhensler@hmcarchitects.com).

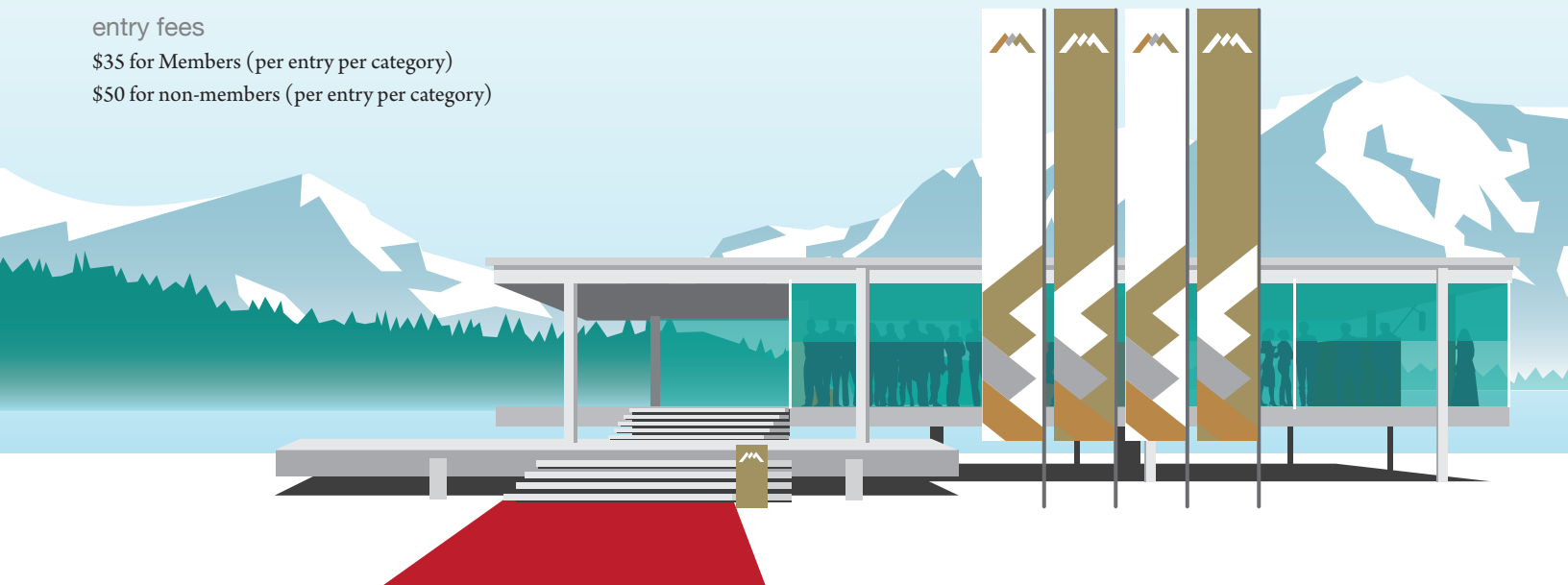
### eligibility

All entries must have been printed, published, aired or broadcast for the first time between January 1 and December 31, 2008. 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)



## 2009 Reno-Tahoe AMA ACE Awards Entry Form

tell us about your entry

Client \_\_\_\_\_

Name of Campaign, Publication, Event, etc. \_\_\_\_\_

Date(s) of Campaign \_\_\_\_\_

Target Market/Demographic \_\_\_\_\_

### category

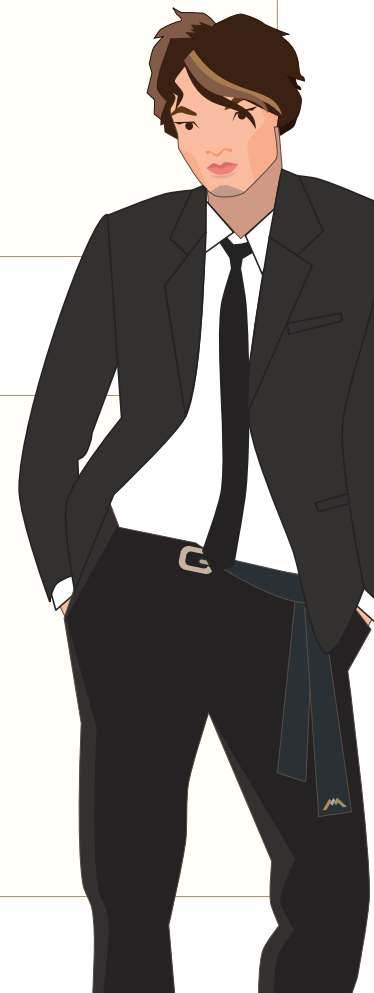
- |    |                                     |    |                                      |
|----|-------------------------------------|----|--------------------------------------|
| CC | Comprehensive Marketing Campaign    | RE | Real Estate Marketing Campaign       |
| DM | Direct Mail Campaign                | SE | Special Event Marketing Campaign     |
| NP | Non-Profit Marketing Campaign       | TV | TV Advertising Campaign              |
| PA | Print Advertising Campaign          | VG | Viral of Guerilla Marketing Campaign |
| PR | Publicity/Public Relations Campaign | WM | Web Marketing Campaign               |
| RA | Radio Advertising 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.



entry name:

client:



### 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 Friday, August 28, 2009.**

**Call Bruce Knowlton at 250.8495 or 827.6307 to arrange pick up at your office or deliver to Wild River Grille on 8/28.**

2. Don't forget your entry fees of \$35 for Members or \$50 for non-Members, per entry per category.

3. Practice your poses. You'll need them at the Sienna on September 25!

**Good Luck!**

