

MTWA ASSOCIATES ACHIEVEMENT AWARDS

12th Annual MTWA Spotlight Awards

HISTORY: For years MTWA has recognized the fine work of its Active members with awards programs. In 1999, following a lengthy discussion, the MTWA Board established a task force consisting of board members Mike Whye (Active) and Gary Knowles (Associate) to create and initiate an annual awards program to recognize the effective work of Associates. *The Spotlight Awards* are the result.

Awards will be entitled *Spotlight Awards*, recognizing in the year 2012 projects completed within the previous 18 months. Next year's awards will recognize work initiated after July 1, 2010.

PURPOSE: The purpose of this award is to recognize outstanding efforts by MTWA Associate members to focus attention on their travel clients' businesses, sites, events, services, openings, or facilities.

PHILOSOPHY: Our philosophy is to give recognition and awards where they are deserved.

This award is presented to Associates who do a superb job of effectively and creatively communicating their "client's story" to travel media and specific markets, help clients obtain media attention, and turn good ideas into success for their clients.

This is an Achievement Award meant to recognize a job well done, not a competition among projects. More than one award may be presented in any given year. We expect that a number will be presented each year and individuals may earn more than one. A professional, practicing communicator will "judge" entries. To win an award, an entry must demonstrate that it (1) rises above the ordinary, (2) is deserving of notice, and (3) has brought success to a client.

ELIGIBILITY: *Only MTWA Associates in good standing* may submit up to three entries each per year. **Entries (projects, campaigns) must have been initiated no earlier than July 1, 2010 and must have been substantially completed by December 31, 2011.**

FEES: The entry fee is \$25 per entry, plus \$5 per entry for shipping of entries that you want returned.

ENTRIES - FORMAT & PROCEDURE FOR SUBMISSIONS

- Respond with a concise narrative to Submission Narrative, Sections 1-5 below. Use no more than three 8.5"x11" pages, excluding cover (1 page) and appendix (up to 10 pages).
- Attach a cover with Project Name, Project Dates, Client, Client Address, Your Name, Address, Phone, E-mail.
- Indicate on cover *To whom Award should be given*. We can do awards to show both agent and client, such as: "John Doe - The Hades CVB Winterfest Competition." Additional awards for presentation to clients are available at additional cost to be determined.
- Type narrative in 12 pt. or larger for body of submission.
- Cover design is up to you.
- You may attach an Appendix of clips/samples/etc. up to 10 pages, 8.5"x11". You may use pocket pages to hold sample brochures, etc., as needed but be sure that loose materials or objects will not fall out of page by securing it at the top. We are not responsible for lost materials.

- PLEASE: *No video or audio tape.* You may list coverage, show a still photo of the show if desired, and briefly describe the reach of the program.
- Put each entry in a 3-ring binder, pocket folder, or other “holder” for easy review. Avoid loose pages, samples, or things that may fall out of your “binder.”
- Put your project name on each page.
- Complete and enclose the ENTRY FORM provided on the attached page.
- Send with a check for \$25 FOR EACH ENTRY, plus \$5 each entry for return if desired, made to “MTWA-Spotlight Award.” *We will recycle all entries not accompanied by the return fee.*
- Entries must be **postmarked by July 15, 2012.**
- We will make an effort to return entries at the April 2011 meeting or will ship them back as time, customs regulations, and circumstances permit, *provided you have enclosed the shipping fee.*

SEND ENTRIES POSTMARKED BY July 15, 2012 TO:

MTWA SPOTLIGHT AWARD
P.O. Box 409
Fayette, MO 65248

SUBMISSION NARRATIVE

- 1) SITUATION: Describe the promotional situation (set the scene). Describe the client, any important background information, unusual challenges, other important facts.
- 2) TARGET AUDIENCE: Describe the target market to be reached. Were they geographic, demographic, lifestyle targets? What did you want them to do? Were there any particular problems you had to overcome?
- 3) PLAN/BUDGET: Describe the promotional plan and budget (what resources did you have and how did you use them)
- 4) THE ACTION: Describe what you did, special strategies, tactics, etc.
- 5) RESULTS: Describe the results—list clips, coverage, phone calls, web visits, letters, e-mail, etc. Show several samples, explain your success—Did you reach your audience? How did it measure against your expectations? You may attach several sample clips or responses in the appendix.

JUDGING will be by a highly qualified, practicing public relations professional who is not connected to MTWA. The evaluator will be a person who understands communications work and who is familiar with the travel industry.

★★★ AWARDS PRESENTATION: At the MTWA Spring Meeting ★★★

ENTRY FORM - Complete and Enclose with Entries

Midwest Travel Writers Association

SPOTLIGHT AWARDS 2012

MTWA ASSOCIATE ENTRANT INFORMATION:

Name _____

Affiliation/Company Name _____

Address/City/State/Zip _____

Phone: _____ Fax: _____ Email: _____

ENTRY #1 **FEE \$25** _____ **RETURN REQUESTED \$5** _____

Project Name _____

Start Date _____ Substantially Complete by _____

Client _____

Client Location (City/State/Country) _____

If a winner, award to read: _____

ENTRY #2 **FEE \$25** _____ **RETURN REQUESTED \$5** _____

Project Name _____

Start Date _____ Substantially Complete by _____

Client _____

Client Location (City/State/Country) _____

If a winner, award to read: _____

ENTRY #3 **FEE \$25** _____ **RETURN REQUESTED \$5** _____

Project Name _____

Start Date _____ Substantially Complete by _____

Client _____

Client Location (City/State/Country) _____

If a winner, award to read: _____

TOTAL ENTRIES: _____ **X \$25 = \$** _____ **TOTAL FEE + Return Postage** _____ **@ \$5/ea = \$** _____ **enclosed**