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Marketer of the Year

AWARD APPLICATION

The Rochester Chapter of the American Marketing Association seeks your nominations for the 2009 Marketer of the Year Awards. This is an opportunity to gain recognition for the marketing efforts that have contributed to solving problems and/or growing your organization. Finalists will be recognized at a celebration in May 2010.

APPLICATION DEADLINE, THURSDAY JANUARY 28, 2010
COST: RAMA MEMBERS-FREE, NON-MEMBERS \$25.00

Application Instructions & Information:

Each entry must include this completed cover page and a written summary addressing the business situation/opportunity, objectives and measures, strategy and approach, tactics and results. Written responses must be no longer than two pages typed using 12 point font.* Please submit a separate 100 word description of your program, including results, which will be used to describe your entry if it wins. Collateral may be included with your entry, or mailed separately if the application is submitted online. We require four copies of each of your supporting materials. The online form may be accessed at www.ama-rochester.org.

Applications must be received no later than January 28, 2010 by mail:

Laura Dwyer/MOY
E. Philip Saunders College of Business
Rochester Institute of Technology
105 Lomb Memorial Drive
Rochester, NY 14623-5608

* For judging criteria and tips on how to present your application, visit the Marketer of the Year page at www.ama-rochester.org

or sent by email to ldwyer@saunders.rit.edu

Award Categories: (please select one)

Turn Around/Start-up Marketer of the Year: recognizes a marketing campaign or initiative that served to reinvigorate an existing marketing plan or jump start a brand new one.

Non-Profit Marketer of the Year: presented to the non-profit organization that demonstrates an exceptional overall marketing plan, single marketing campaign, or marketing program.

Online Marketer of the Year: recognizes a company or organization's online marketing campaign or use of an integrated online program.

Marketer of the Year: presented to the company/agency, a marketing team within a company, or an individual in recognition of overall excellence in marketing.

Organization Name: _____ **Organization Web site (URL):** _____

Organization Address: _____

Type of Organization: (circle) Public Private Non-Profit Government Other

Number of local employees: _____

Year founded: _____

Contact/Application Coordinator: _____

Contact Title: _____

Contact Phone number: _____

Contact email address: _____