

Marketer of the Year 2 0 0 8

A W A R D A P P L I C A T I O N

The Rochester Chapter of the American Marketing Association seeks your nominations for the **2008 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 luncheon in the Spring.

Application deadline: January 31, 2008

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 31, 2008 by mail:

Rochester Chapter American Marketing Association
Marketer of the Year
P.O. Box 505
Penfield, NY 14526

* 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 sseldes@rbj.net



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.
- 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.
- Online Marketer of the Year:** recognizes a company or organization's online marketing campaign or use of an integrated online program that has proven, exceptional results.

Organization Name: _____

Organization Address: _____

Organization Web site (URL): _____

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: _____