



# SHINING EXAMPLE AWARDS

 SOUTHEAST TOURISM SOCIETY

# 2017 NOMINATION FORM

Online Submission Deadline: **December 31, 2017**

**Please mark the Category for your Nomination**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Tourism Office of the Year:</b> Up to \$2 million total revenue          | <input type="checkbox"/> <b>Attraction of the Year</b>                |
| <input type="checkbox"/> <b>Tourism Office of the Year:</b> Over \$2 million total revenue           | <input type="checkbox"/> <b>Governmental Tourism Leadership Award</b> |
| <input type="checkbox"/> <b>State Tourism Office of the Year</b>                                     | <input type="checkbox"/> <b>Beacon Award</b>                          |
| <input type="checkbox"/> <b>Top 20 Event/Festival of the Year</b>                                    | <input type="checkbox"/> <b>Rising Star Award</b>                     |
| <input type="checkbox"/> <b>Best Marketing Campaign:</b> < \$100,000 Annual Marketing Budget         | <input type="checkbox"/> <b>Best Niche Marketing Campaign</b>         |
| <input type="checkbox"/> <b>Best Marketing Campaign:</b> \$100,000-\$499,999 Annual Marketing Budget | <input type="checkbox"/> <b>Partnership Award</b>                     |
| <input type="checkbox"/> <b>Best Marketing Campaign:</b> \$500,000 & above Annual Marketing Budget   | <input type="checkbox"/> <b>Tourism for Tomorrow Award</b>            |

**ENTRY SUBMITTED BY:**

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**NOMINEE CONTACT INFORMATION:**

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**CHECKLIST:**

- Submit Nomination Form
- (1) page letter of explanation for each entry
- Supporting materials/logo for each entry (no more than 5 photos)
- Nomination Fee Payable Online or via Check:
- \$50 per entry for STS Members/\$75 per entry for Non-Members

Questions? Email [Wendy@southeasttourism.org](mailto:Wendy@southeasttourism.org)

**SUBMISSIONS MUST BE SENT  
VIA THIS ONLINE LINK:**

[www.dropittome.com/southeasttourism](http://www.dropittome.com/southeasttourism)

**PASSWORD: SoutheastTourism**

**NOMINATION PAYMENTS MAY BE  
MAILED TO:**

Southeast Tourism Society

555 Sun Valley Drive, Suite E5

Roswell, GA 30076-5624

# OFFICIAL RULES

- Nominations are open to Members and Non-Members of Southeast Tourism Society.
- Shining Example Award Nominations must be **Submitted online by December 31, 2017.**
- Nominations may be prepared in-house or by an advertising/marketing agency. Time period examined is January 1, 2017 through December 31, 2017 unless otherwise noted. It is permissible for the advertising agency or public relations firm, of record, to prepare an entry on behalf of the nominating organization. Entries selected will be honored under the name of the organization.
- Nomination form **must be completed and submitted** along with any supporting materials (newspaper articles, advertisements, brochures, photographs or merchandising material). Please limit photos/images to (5) total.
- A one-page letter must be included with each entry stating why the nominee is deserving of the award.
- All nominations must include a file(s) with the organization's logo, photographs (limit 5), etc. These images will be used in the award program for winning nominations.
- There is a fee of \$50, per nomination, for STS members and \$75, per nomination, for Non-STS Members. Checks are preferred and payable to Southeast Tourism Society but you may also pay online.
- Send your nomination electronically. Beginning May 1, 2015, STS no longer accepts mailed or faxed entries in order to save you time, postage & paper. Email submissions will not be accepted but online submissions can be sent via this link: [www.dropittome.com/southeasttourism](http://www.dropittome.com/southeasttourism) **Password: SoutheastTourism**. If you have any trouble uploading your submission, please email Wendy Thomas: [wendy@southeasttourism.org](mailto:wendy@southeasttourism.org) (The link does not give an upload confirmation so we are happy to check and confirm receipt for you) Feel free to include images of press releases, brochures, photos or any other supporting material \*\*\*Important \*\*\* Please note: All files arrive in the same location/online folder so to ensure we receive all of your uploaded files, please name your files with your **event name** and, if sending multiple files, a corresponding number. Example: PatriotParade\_File1of3, PatriotParade\_File2of3 etc. Choose your file, hit upload and repeat as needed. It's that easy! You can then mail your payment to STS according to how many nominations you submitted or pay online via the link listed on the STS website/Meetings & Programs/Shining Example webpage (This payment link is also on the Top 20 page).
- 2016 award winners are not eligible to win in the same category for 2017.
- Entries become the property of Southeast Tourism Society and will not be returned.
- It is anticipated that one award will be presented in each category (unless otherwise noted). The judges, however, reserve the right to present special awards or honorable mentions or not to present an award in a particular category.
- Entries are judged by a committee of industry peers and are considered on their own merit according to stated criteria and are not in competition with other entries in the category. Decisions of the judges are final.

*The Shining Example Awards Program, an industry fixture since 1985, is comprised of 16 awards within 13 categories; 11 of these categories are open for nomination.*

*The Awards recognize outstanding contributions in tourism within the Southeast United States. This includes: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia & West Virginia.*

Questions? Email [Wendy@southeasttourism.org](mailto:Wendy@southeasttourism.org) or call the STS office at: 770-542-1523