



**2017 ENTRY FORM**  
**Entry Deadline: Friday, October 6, 2017**

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail address: \_\_\_\_\_

Please select a category and provide a summary of the project as noted below. Attach additional documentation and samples as needed. Originals will not be returned. Electronic application and materials will be accepted.

**CATEGORIES:**

1. OUTSTANDING MARKETING AND COMMUNICATIONS INITIATIVE OR CAMPAIGN
  - a) Budget under \$25,000
  - b) Budget \$25,000-\$50,000
  - c) Budgets over \$50,000
2. OUTSTANDING PARTNERSHIPS

**Please provide the following information about your project:**

1. Project Name & Category:

2. Project Goal(s) and Tactics:

4. Project Results:

**Eligibility**

- Open to all Wisconsin tourism-related businesses and organizations.
- Nominations completed by advertising and marketing agencies must be submitted in the name of the client.
- All entries must have been executed between October 1, 2016 and September 30, 2017.
- No limit on the number of entries per organization.

- When applicable, entries should include original support materials.
- Entry materials will not be returned.

**Judging Criteria**

The WI Assoc. of CVBs Education Team will judge entries based on whether they meet the projects' objectives as well as exhibit creativity, quality and effectiveness. Form must be complete for the nomination to be considered.

For questions, contact Julia Hertel at 608-837-6693 or [jhertel@escapetowisconsin.com](mailto:jhertel@escapetowisconsin.com). Please forward this form along with all accompanying materials by October 6, 2017 to:

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E-mail: [jhertel@escapetowisconsin.com](mailto:jhertel@escapetowisconsin.com)