

THE  
SAMUEL MCLEOD  
BUSINESS AWARDS



## Marketing Award Application

*This award is presented to the business demonstrating exceptional performance in the execution of a successful marketing strategy.*

\*Applicants are judged using a points system. Please keep information clear and complete, avoid the use of abbreviations and jargon. Judging will be focused only on information provided in the application. The judges consist of individuals who may not be familiar with your business.

**\*Unanswered questions are awarded zero points; please ensure you have answered all the questions**

**Please Note: Should your business become a finalist for a Samuel McLeod Business Award, some of the details contained in your application may be used in promotions for both your business and the awards.**

Name:	<input type="text"/>	Contact Name:	<input type="text"/>
Address	<input type="text"/>	Phone Number	<input type="text"/>
City	<input type="text"/>	Work:	<input type="text"/>
Province	<input type="text"/>	Home:	<input type="text"/>
Postal Code -	<input type="text"/>		
E mail	<input type="text"/>		

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This information is will be used for promotion of your company, if you should become a Recipient.

Business Sector:

<input type="radio"/> Retail	<input type="radio"/> Wholesale	<input type="radio"/> Consulting	<input type="radio"/> Import/Export
<input type="radio"/> Manufacturing	<input type="radio"/> Technical	<input type="radio"/> Services	<input type="radio"/> Training
<input type="radio"/> Other	<input type="text"/>		

Date of establishment

Number of employees

<input type="radio"/> 1-2	<input type="radio"/> 3-5	<input type="radio"/> 6-10	<input type="radio"/> 11-15	<input type="radio"/> 16-20	<input type="radio"/> 21-25
<input type="radio"/> 26-50	<input type="radio"/> 51-75	<input type="radio"/> 76-100	<input type="radio"/> 101-200	<input type="radio"/> 200+	

**1. Business Description:**

*Note: This will be given as background information to the judging committee and will be used in promotional pieces should the applicant become a finalist. **Must be completed for our application to be reviewed further.***

**2. What is the business safety plan? 5 MARKS**

*Note: This question asks for details about what you do to insure safety in the workplace or event site. As a signatory to the Saskatchewan Safety Charter, the Chamber promotes safety both in the workplace and the local community. For more information on safety plans, please check out <http://www.worksafesask.ca/>*

**3. What current campaign or overall marketing strategy are you entering in this competition? Describe the objectives or goals of this marketing strategy, and whether or not they have been achieved 35 MARKS**

**4. What promotional tools were used in this marketing campaign or strategy? 25 MARKS**

**5. Describe how this marketing strategy has impacted your business. 25 MARKS**

**6. Describe the most difficult challenge your company has encountered regarding this strategy and how have you overcome it. 10 MARKS**

**7. Please use this space to detail any information you feel is important, or would support your application, that is not already captured in the questions above.**

The Prince Albert & District Chamber of Commerce administration office guarantees that any information you may provide will remain confidential.

**\* Unless otherwise stated, all information will be destroyed after being used solely for the purpose of consideration for the Samuel McLeod Business Awards. If you would like your application returned please send a pre-paid envelope/package with your application.**

By checking 'I agree', I acknowledge that I have read and understood the criteria and application requirements of the Samuel McLeod application and hereby consent to have my application form(s) considered for a Samuel McLeod Prince Albert Business Award. I also acknowledge that the general & Background info provided will be used to promote and recognize the business for the purpose of the Samuel McLeod Business awards and throughout the following year.

I agree

Before you submit your application ensure you have included the following information (**any missing information will result in your application being denied**):

- Application is complete.
- Your business logo (vector format)
- Photos (5 to 7) – Professional photos are strongly encouraged as they are used to showcase your business in the video vignettes, should you be selected as a finalist.

Please [click here](#) to submit your file