



MEA

MARKETING EXCELLENCE AWARDS

SMPS COLORADO

2023
CALL FOR ENTRIES
& NOMINATIONS

2023 CALL FOR ENTRIES

SMPS COLORADO MARKETING EXCELLENCE AWARDS

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HOW TO GET STARTED

- 1 Review the detailed entry category descriptions and submittal instructions in this Call for Entries document.
- 2 Select the categories you'd like to enter and complete an Entry Questionnaire, prepare appropriate exhibits and samples, and prepare your People's Choice Award slide.
- 3 Go online to <https://smpscolorado.submittable.com/submit> to submit and pay.
- 4 Pay entry fees online with a credit card.
 - **Early Bird Entry Fee:** \$80 first entry, \$55 per additional entry (must be received by January 29)
 - **Final Entry Fee:** \$105 first entry, \$80 per additional entry (must be received by February 26)
- 5 Submit a 16"x9" PDF for People's Choice Award viewing and voting.

ENTRY CATEGORIES

Materials completed between January 2021 and January 2023 will be accepted for the 2023 competition. Failure to comply with submittal requirements can result in disqualification of entry. Jurors' decisions are final. Entries must obtain an average score of 75% in order to receive an award.

Submittal requirements vary depending on category. Read individual category descriptions below for submittal requirement details. There is no limit to the number of categories a firm can enter. Multiple entries receive a discount per entry off the regular entry fee.

All files submitted must be digital files.

- | | | | |
|---|--|--|--|
| 1. Advertising (Digital, Print, or Mixed) | 7. Direct-Mail Campaign (Digital, Print, or Mixed) | 14. Newsletter/Publication — External (Digital, Print, or Mixed) | 19. Social Media (Digital) |
| 2. Book/Monograph (Digital, Print, or Mixed) | 8. Diversity, Equity, & Inclusion Communications (Digital, Print, or Mixed) | 15. Newsletter — Internal (Digital, Print, or Mixed) | 20. Special Event (Digital) |
| 3. Brand Awareness Campaign (Digital, Print, or Mixed) | 9. Holiday Piece (Digital) | 16. Project Pursuit Marketing (Digital, Print, or Mixed) | 21. Special Event (Mixed) |
| 4. Brochure (Digital or Print) | 10. Holiday Piece (Print) | 17. Promotional Campaign (Digital, Print, or Mixed) | 22. Special Event (Print) |
| 5. Corporate Identity (Mixed) | 11. Holiday Piece (Mixed) | 18. Recruitment & Retention Communications (Digital, Print, or Mixed) | 23. Trade Show Marketing (Digital, Print, or Mixed) |
| 6. Crisis Management & Communications (Digital) | 12. Internal Communications (Digital, Print, or Mixed) | | 24. Video (Digital) |
| | 13. Mobile App (Digital) | | 25. Website (Digital) |
| | | | 26. Pro Bono (Mixed) |



SMPS COLORADO
**MARKETING
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AWARDS**

Early bird entry deadline • January 31, 2023
Final entry deadline • February 26, 2023

Questions on categories or the award submittal process?

Contact Gwyndolyn Anderson at [713.408.2113](tel:713.408.2113) or mowbray@studioeredarchitects.com
or Caroline Kendall at [541.948.0733](tel:541.948.0733) or caroline.kendall@anseradvisory.com
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1. ADVERTISING (Digital, Print, or Mixed)

An individual print or digital advertisement or ad campaign.

Submittal Requirements: Submit a PDF of a printed ad, or a PDF containing each ad if a series. If entering a digital piece, include a URL to view the original digital format online.

2. BOOK/MONOGRAPH (Digital, Print, or Mixed)

A complete, originally printed or digital publication that addresses an issue of relevance to the A/E/C industries or features the work of a firm. The publication must have an unlimited shelf life and be professionally produced for mass distribution. A monograph is a single-authored, one-time publication on a specific, often limited subject. If original book/monograph was printed and also had an e-book version created, then enter under mixed media.

Submittal Requirements: Submit a PDF of the book/monograph. If submitting a digital book, include a web link to view original digital format online.

3. BRAND AWARENESS CAMPAIGN

(Digital, Print, or Mixed)

A comprehensive, multi-tactic campaign that takes place over an extended period of time to promote brand awareness of your firm. The campaign must include a combination of tactics and media—print, digital, or multimedia—and implementation strategies.

Submittal Requirements: Submit a PDF of your marketing plan describing campaign focus and objectives. Submit one copy of any collateral pieces and multimedia aspects of the program. If media relations was part of the campaign, please submit a copy of releases/media kits/features developed and a list of results. Include photographs of any materials (e.g., trade show display) and include a web link to view original digital format components online.

4. BROCHURE (Digital or Print)

A print or digital publication describing your firm's general capabilities. A brochure has a limited shelf life, as a firm's capabilities, staff, and projects change over time.

Submittal Requirements: Submit a PDF of the printed brochure. If entering a digital brochure, include a web link to view original digital format online.

5. CORPORATE IDENTITY (Mixed)

Specify **identity type** on entry form/questionnaire:

New Identity: A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of a new corporate identity treatment.

Rebranding: A consistent graphic image applied to your firm's print and/or digital collateral materials for the purposes of rebranding your firm.

Submittal Requirements: For rebranding entries submit a before-and-after representative sampling of materials that convey your firm's corporate identity. For new identity entries, submit a representative sampling of materials that convey your firm's new corporate identity. Both types of submissions may include logo applications such as letterhead, business cards, brochures, newsletters, and note cards. If available, the corporate identity manual or graphics standards should be included as well as URLs to view the original digital components online.

6. CRISIS MANAGEMENT & COMMUNICATIONS

(Digital)

Entries should provide details of how a one-time crisis or ongoing critical issue was managed. Examples that can be submitted: crisis management and/or communication plans, campaigns, virtual events, videos, and social media messaging created between January 2020 to January 2022. This category also includes any event or issue that has had (or may have) an extraordinary impact on your firm's way of business and culture. The messaging can be external or internal. The entry must be in digital format. Supporting PDF documents such as a communications plan may be included.

7. DIRECT-MAIL CAMPAIGN (Digital, Print, or Mixed)

Marketing materials designed to reach a specific target audience through a print or digital campaign. A direct-mail campaign may include form letters, pamphlets, postcards, emails, and announcements.

Submittal Requirements: Include all the pieces in a series of mailings. If the campaign was conducted via email, include a URL to view the original digital component online.



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8. DIVERSITY, EQUITY, & INCLUSION COMMUNICATIONS (Digital, Print, or Mixed)

Communication efforts, initiatives, or programs that promote diversity, equity, and inclusion. This includes in-house and public relations agency executed communications such as email campaigns, social media campaigns, HR training, HR communications, recruiting/retention communications, and mentoring programs. The target audience can be external (i.e. industry, clients) or internally within the firm (i.e. employees).

9. HOLIDAY PIECE (Digital)

A digital piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to e-cards, e-blasts, websites, web applications, and videos.

NOTE: If entering a holiday entry, it must be entered in the holiday categories only. We will not accept holiday entries in other categories. For example, if submitting a holiday video it would be entered into the Holiday-digital only category. It can no longer be entered in the Video — External or — Internal categories.

10. HOLIDAY PIECE (Print)

A print piece produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

11. HOLIDAY PIECE (Mixed)

A combination of both print and digital work produced for one-time use to promote a generally recognized holiday; examples include but are not limited to a greeting card, party invitation, client appreciation gift, or calendar.

12. INTERNAL COMMUNICATIONS

(Digital, Print, or Mixed)

Any print or digital communications vehicle intended for an employee audience, including but not limited to a recognition program, awards program, or communications associated with mergers, acquisitions, or new business-line initiatives.

NOTE: Employee newsletters should be entered in the Newsletter — Internal category.

Submittal Requirements: Submit a PDF of the internal communications materials. If entering digital communications, include a URL to view the original digital format online.

13. MOBILE APP (Digital)

An application created for your firm specifically for viewing on a mobile device.

Submittal Requirements: Jurors will view entries on mobile devices. Include a link to where it can be downloaded from your website or one of the major app stores (along with a free access or redemption code if the app is not free so that our judges can download it).

14. NEWSLETTER/PUBLICATION — EXTERNAL (Digital, Print, or Mixed)

An external, client-focused publication designed in newsletter or magazine format and produced via print or digital media. This includes a printed or digital serial publication or periodical in the editorial format that presents one or more points of view. A magazine may enter this category if it has a client or external audience.

Submittal Requirements: A PDF of each of the last three issues of the publication. If entering a digital newsletter, include a URL to view the original digital format of the last three issues online.

15. NEWSLETTER/PUBLICATION — INTERNAL (Digital, Print, or Mixed)

An internal, employee-focused publication designed in a newsletter format and produced via print or digital media.

NOTE: If the newsletter is being used for employee retention purposes, enter it in the Recruitment & Retention Communications category.

Submittal Requirements: Submit a PDF of each of the last three issues of the newsletter. If entering a digital newsletter include a URL to view the original digital format of the last three issues online.

16. PROJECT PURSUIT MARKETING

(Digital, Print, or Mixed)

An item or series of items developed in support of winning a project. Materials may be print and/or digital and include qualification packages, proposals, presentations, interview tools, leave-behinds, or other pieces that contributed to the total effort.

Submittal Requirements: Submit a PDF of the materials. If submitting digital files, include a URL to view the original digital components online.

Note: You may omit information deemed proprietary. In the notes section of entry form, please note where you have omitted proprietary information.



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17. PROMOTIONAL CAMPAIGN (Digital, Print, or Mixed)

A comprehensive, multi-tactic campaign that takes place over an extended period of time to promote a specific company message, event, program, or project. The campaign must include a combination of tactics and media (print, digital, or multimedia) and implementation strategies.

Submittal Requirements: Submit a PDF of your promotional plan describing campaign focus and objectives. Submit a PDF of any collateral pieces and multimedia aspects of the program. If media relations were a part of the campaign, please submit a PDF of releases/media kits/features developed and a list of results. Include a URL to view the original digital format components.

18. RECRUITMENT & RETENTION COMMUNICATIONS (Digital, Print, or Mixed)

A program designed to recruit potential and retain current employees through print and/or electronic communications, including but not limited to ads, brochures, form letters, pamphlets, postcards, announcements, and email promotions.

Submittal Requirements: Submit a PDF of all the pieces in the communications program. For digital pieces, include a URL to view the original digital components.

19. SOCIAL MEDIA (Digital)

Specify **media type** on entry form/questionnaire: **Basic** (Facebook, Twitter, Instagram, LinkedIn), **Blogs, Podcasts**

Any marketing effort that utilizes online social media tools to provide a platform for thought leadership, collaboration, and user interaction — can be one platform or a combination of platforms.

Submittal Requirements: Include a URL to view online, for blogs and podcasts — submit at least three consecutive postings/episodes for review.

20. SPECIAL EVENT (Digital)

Digital pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

Submittal Requirements: Include a URL to view the original digital components online.

21. SPECIAL EVENT (Mixed)

Print and digital pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

Submittal Requirements: Submit a PDF of the materials. Include images of the original packaging if possible and include a URL to view the original digital components.

22. SPECIAL EVENT (Print)

Print pieces produced for one-time use to promote a special event including but not limited to an anniversary, new name, office opening, dedication, or groundbreaking.

Submittal Requirements: Submit a PDF of the materials. Include images of the original packaging if possible.

23. TRADESHOW MARKETING (Digital, Print, or Mixed)

Communication pieces and displays created to promote a firm's attendance at tradeshow exhibits or used during the trade show to attract booth traffic. Materials may be print and/or digital format.

Submittal Requirements: Submit a PDF of produced materials. Include photographs of booth or display at an event. You may include a URL to view any digital components that support the entry.

24. VIDEO (Digital)

Specify **video type** on the entry form/questionnaire:

External: A video created for external communication.

Internal: A video created for internal communication.

Submittal Requirements: Submit a URL to view the video online in its original format.

25. WEBSITE (Digital)

Specify **website type** on entry form/questionnaire:

External: An external, public website that either promotes your firm or has been launched by your firm for a specific project.

Internal: Internal websites or intranets that have been launched for the purpose of your firm's internal communications.

Submittal Requirements: Include a URL and a temporary access code if submitting an internal website that requires a password.

26. PRO BONO (Mixed)

Open to firms that created marketing materials pro bono for a 501(c)(3) nonprofit organization.

Submittal Requirements: Submit a PDF of the materials. Include images of the original packaging if possible and include a URL to view the original digital components.



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Please refer to pricing and entry deadlines in the **How to Get Started** section. Entries are due by 11:59 pm MST on the deadline date. Materials will not be returned. All entries become the property of SMPS and may be displayed during SMPS and industry educational events as examples of best practices in marketing communications.

SUBMISSION REQUIREMENTS

All materials, including exhibits and samples, must be submitted online to <https://smpscolorado.submittable.com/submit>. A separate submission is required for each entry. Any materials that cannot be uploaded (e.g., clothing, hard hats, etc.) must be illustrated with a photograph.

Please ensure that your submission materials are viewable using a Windows-based platform — test your digital files prior to submitting your entry. Please refer to the **Entry Categories** section for specific submittal requirements related to your entry.

Each entry must include an **Entry Questionnaire**, appropriate **Exhibits/samples**, a 16"x9" PDF for **People's Choice** Award viewing and voting, company logos (color and white), and payment. **Materials must be submitted as follows:**

ENTRY QUESTIONNAIRE

The following six (6) questions are to be answered for each entry. The word count limit is listed next to each question. **You will be judged on your responses.** You are encouraged to use bullets to outline your answers as jurors have limited time to review each submittal. Please include the entry category, firm name, and entry title on each page of the entry questionnaire in the upper right corner. Please submit each Entry Questionnaire in PDF format.

SECTION 1 • CREATIVE BRIEF

(250 WORDS OR LESS)

Please provide a 250-word or less Creative Brief on your entry, conveying to the jurors why your entry should win.

SECTION 2 • MARKETING OBJECTIVES

(75 WORDS OR LESS)

Identify your marketing objectives/goals by answering the following questions:

- What did your firm hope to achieve with the piece or program?
- How did you plan to measure your results against your marketing goals?

Include the following:

- Marketing objectives
- Specify the time frame
- Budget information
- Methodology for collecting and evaluating results

SECTION 3 • TARGET AUDIENCE

(50 WORDS OR LESS)

Define the audience for this piece or program. Answer the following questions:

- Who was your target audience?
- How many pieces were sent via mail or e-mail? If website or video, what were your analytical goals?
- Characterize the composition, size, and location of your target audience. (*example: 250 CEOs and senior managers of the top 500 leaders of the California high-tech industry*)

SECTION 4 • RESEARCH & PLANNING

(100 WORDS OR LESS)

Describe the market research conducted prior to planning your piece or program. Summarize your marketing plan efforts. Explain the production and delivery method.



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SECTION 5 • MESSAGING

(50 WORDS OR LESS)

What is the intended message of this entry?

SECTION 6 • RESULTS

(100 WORDS OR LESS)

Please answer the following questions:

- What was the ROI?
- Which actions did the target audience take after receiving your materials (testimonials/feedback)?
- What was your break-even goal for profit/loss, and did you achieve it?
- Did you meet your specific sales goals?
- Did you gain new clients as a result?

EXHIBITS/SAMPLES

Please submit an electronic PDF of appropriate exhibits and samples that support your entry and the Entry Questionnaire.

PEOPLE'S CHOICE AWARD PDF

Please submit a 16"x9" electronic PDF to represent your submission in the voting process for the People's Choice Award. The slide should graphically represent your submission however you feel best, including links to external materials.

There is no need to state the entry category on the PDF.

For video, website or other digital submissions that require a URL, either embed the URL in the PDF or include the URL on the PDF to allow for access during the voting process.

For questions regarding this portion of the entry submittal, please contact:

Caroline Kendall

Anser Advisory

541.948.0733

caroline.kendall@anseradvisory.com

ENTRY CHECKLIST

Prior to uploading your submission, please check to ensure you've prepared and gathered all required materials to be submitted online at <https://smpscolorado.submittable.com/submit>. Entries that do not include all of the items below will not be accepted. **Once submitted, you cannot make any changes.**

- ☐ Entry Questionnaire
- ☐ Exhibits/Samples
- ☐ People's Choice PDF (16"x9")
- ☐ Company logos (both color and white)
- ☐ Entry payment via Submittable

PAYMENT

To complete your submission by entering your payment information, go to <https://smpscolorado.submittable.com/submit>.



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2023 ENTRY JUDGING

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JUDGES & JUDGING

SMPS Colorado selects judges through various A/E/C industry and SMPS national connections. Each judging panelist has been carefully selected based on their qualifications and knowledge of marketing and business development specific to the Colorado market. Should a judge feel they are too close to the competition, we will ask that they remove themselves from judging that particular category and mean scores will be recalculated accordingly.

- Judge selections will be announced prior to the close of entries.
- Judges reserve the right to combine comparable categories on judging day.
- You may request copies of the judges' scoring for each entry submission after May 22, 2023. Contact **Caroline Kendall** at caroline.kendall@anseradvisory.com for more information.
- Judges are selected for their expertise in marketing, communications and the design/building industry.
- Entries in each category are evaluated by a panel of three (3) or more jurors.
- The judging criteria include six specific areas, all weighted equally. These criteria include:

1. Creative Brief	15
2. Marketing Objectives	20
3. Target Audience & Research/Planning	10
4. Content Messaging	15
5. Content Deliverable	20
6. Results	20

TOTAL	100
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Each area is scored on a scale of 1 – 5, in which a score of '5' is the best and '1' is the worst.

Note: Entries must obtain an average score of 75% in order to receive an award, even if there is only one entry in a category.

BEST IN SHOW AWARD

For the 2023 program, all first-place entries in any category will be considered for the Best in Show award. The judging panel will discuss entries collectively and present the Best in Show award to the entry they feel best exemplifies marketing excellence.



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2023 NOMINATION FORM

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MARKETER OF THE YEAR

To nominate someone for the 2023 Marketer of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The **Marketer of the Year** nominee should be recognized by others as one who stands out in the craft of marketing and communications in the A/E/C industry, and one who has made significant contributions toward promoting professionalism.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Service to such marketing organizations as SMPS, BMA, PRSA or other groups devoted to professional growth
- Promoting good marketing and communications techniques in his or her respective firm
- Nominee has maintained a visible position in the marketplace through service to the profession, promoting Chapter activities and the creation/distribution of quality marketing materials
- Public speaking on the same subjects
- Nominee must be a current or past member of SMPS
- Nominee must live in Colorado and have been in the A/E/C marketing community for a minimum of five (5) years
- Nomination must be made by a member of the Colorado Chapter of SMPS



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BUSINESS DEVELOPER OF THE YEAR

To nominate someone for the 2023 Business Developer of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The **Business Developer of the Year** nominee should be recognized by others as one who stands out in the profession of business development in the A/E/C industry, and one who has had significant success in securing professional services work.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Conducts business with integrity and ethics. Fosters respect for his or her company and the industry as a whole
- Is an ambassador of the A/E/C community and SMPS Colorado and maintains a visible position in the marketplace
- Develops mutually beneficial business relationships resulting in significant measured growth for his or her company
- Helps other SMPS members and industry professionals grow their careers and firms
- Nominee must be a current or past member of SMPS
- Nominee must live in Colorado and have been in the A/E/C business development community for a minimum of five (5) years
- Nomination must be made by a member of the Colorado Chapter of SMPS



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FIRM LEADER OF THE YEAR

To nominate someone for the 2023 Firm Leader of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The **Firm Leader of the Year** nominee should be recognized by others as a technical leader whose influence has significantly impacted the marketing and/or business development departments within their firm. This person bridges the gap between the technical profession and the marketing world through collaboration, mentorship, and support. They whole-heartedly value the SMPS mission, “Business Transformed through Marketing Leadership.”

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Principal, Executive, C-Suite, or person of influence in a leadership position whose main job function is not marketing or business development (BD)
- Goes above and beyond to advocate for marketing/BD processes and influence within their firm
- Drives marketing/BD involvement in firms' strategic planning, financial goal development, and business culture
- Empowers marketing/BD team members and encourages career growth
- Nominee must live in Colorado and have 10+ years of experience in the A/E/C industry
- Nominee must be a member or have a minimum of one member of their firm in the Colorado Chapter of SMPS
- Nomination must be made by a member of the Colorado Chapter of SMPS



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MEMBER OF THE YEAR

To nominate someone for the 2023 Member of the Year Award, please review the detailed nomination eligibility guidelines included here. Go to <https://smpscolorado.submittable.com/submit> to complete your nomination.

The SMPS Colorado Chapter **Member of the Year** Award is given to the person who has made the greatest difference to the success, reputation, health, or function of the Chapter in the past year. This person can be a committee volunteer, committee chair or co-chair, or member of the Board.

To assist you with your candidate's nomination, consider these qualifications for eligibility:

- Service to SMPS Colorado and other organizations
- Recipient made significant contributions to the success of the organization in the past 12 months through participation as a committee member, chair or co-chair, or Board member
- The nominee goes 'above and beyond' his or her Chapter role to ensure continued Chapter success
- Nominee must be a current member of SMPS
- Nominee must live in Colorado
- Nomination must be made by a member of the Colorado Chapter of SMPS



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Contact Gwyndolyn Anderson at [713.408.2113](tel:713.408.2113) or mowbray@studioeredarchitects.com
or Caroline Kendall at [541.948.0733](tel:541.948.0733) or caroline.kendall@anseradvisory.com

For more information and to download a copy of this form, visit www.smpscolorado.org

LEONARDO

The **Leonardo Award** is the most prestigious recognition by SMPS Colorado, recognizing an individual that demonstrates a high level of professionalism in the marketing of services for the built environment. This individual must have achieved prominence in the industry and the community; managed and lead the internal and external marketing efforts of their firm; demonstrated integrity and character of the highest order; advanced and improved standards of marketing professional services; and performed successfully in a highly visible, results-oriented role.

The evaluation of nominees is conducted by a committee of previous Leonardo Award recipients and is based on the criteria outlined below, in addition to the nominee's achievements in the SMPS Six Domains of Practice (Marketing Research, Marketing Planning, Client and Business Development, SOQs/Proposals, Promotional Activity, and Information/Resource Management). You are invited and encouraged to nominate a marketing professional for this award.

To assist you with your nomination, please review these criteria for eligibility. Only nominations who meet each of these criteria will be considered for the Leonardo Award:

- The nominee must be a current or past SMPS member with active, local Chapter participation
- The nominee must have a minimum of 10 years of experience in the A/E/C industry
- The nominee cannot be a member of the current SMPS Colorado Executive Board, which includes the Immediate Past President, the President, the President-Elect, the Secretary, the Treasurer, and the Director(s)-at-Large

Email your nomination to Jennifer Van Vleet at Jennifer.VanVleet@stantec.com by Sunday, February 26. Please include the following information about the nominee in your email:

- Nominee's name
- Nominee's position
- Nominee's firm name
- Nominee's email address
- Nominee's contact phone number

The recipient of this award will be honored at the Marketing Excellence Awards on Thursday, May 18 at Footers.



SMPS COLORADO
**MARKETING
EXCELLENCE
AWARDS**

Early bird entry deadline • January 31, 2023
Final entry deadline • February 26, 2023

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