

2024 LEONARDO AWARD

SMPS COLORADO MARKETING EXCELLENCE AWARDS

smps

Colorado

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 25. 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
Thursday, May 16 at The Denver Aquarium.**



SMPS COLORADO
**MARKETING
EXCELLENCE
AWARDS**

Early bird entry deadline • January 28, 2024
Final entry deadline • February 25, 2024

Questions on categories or the award submittal process?

Contact Caroline Kendall at **541.948.0733** or caroline.kendall@anseradvisory.com
or Kimberly Wybenga at **303.710.9181** or kwybenga@markyoungconstruction.com
For more information and to download a copy of this form, visit www.smpscolorado.org