

# 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 Ale Spray at [ale@hcc-diversityleader.org](mailto:ale@hcc-diversityleader.org) by Sunday, February 23. 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 22 at Balistreri Vineyards.



SMPS COLORADO  
**MARKETING  
EXCELLENCE  
AWARDS**

**Early bird entry deadline • January 26, 2025**  
**Final entry deadline • February 23, 2025**

Questions on categories or the award submittal process?

Contact Kimberly Wybenga at [303.981.4436](tel:303.981.4436) or [kimberly@lsebuildersgroup.com](mailto:kimberly@lsebuildersgroup.com)  
or Josh Miles at [317.422.3557](tel:317.422.3557) or [josh@boldbrand.com](mailto:josh@boldbrand.com)

For more information and to download a copy of this form, visit [www.smpscolorado.org](http://www.smpscolorado.org)