



# Battlefords Business Excellence Awards

2018

Application Kit

Marketing

**IMPORTANT**

***(The decision of the confidential BBEX Jury will be based ONLY on the information included by you in this application)***

***Please ensure you have read and completed the General Information Form.  
(2 separate forms)***



## **THE BBEX AWARD CATEGORIES AND CRITERIA**

The **BBEX Award Program** consists of eight awards as follows:

### **1. Community Contribution**

*Awarded to a business that demonstrates exceptional support of recreation, amateur sports, arts and culture, charitable groups, or other community efforts in the Battlefords and area. Judging takes into account the relative size of the business.*

### **2. Marketing**

*Awarded to a business that demonstrates successful and innovative marketing of its business, products, or services. Marketing may include media campaigns, customer relationship building, property appearance or development, internet, or any other method the business has used to build its customer base.*

### **3. New Business Venture**

*Awarded to a new business / venture that has been operating for more than one but less than three years as of December 31, 2016. This could include the expansion of an existing business into a new venture. The new business/venture will demonstrate exceptional performance and financial viability. Judging takes into account the relative size of the business. Please note that change in ownership of a business does not, in itself, qualify the entity as a new business.*

### **4. Customer Service**

*Awarded to a business that consistently demonstrates excellence in service and/or hospitality. Criteria may include evidence of the level of service offered by the business, training and the overall success of the business. Judging will take into account the relative size of the business.*

### **5. Micro Business (Five employees and fewer, including owner(s))**

*Awarded to a small business or home office which has demonstrated significant business achievement, sustainable performance, a high level of customer service, innovation, unique differentiation and community involvement. Judging will take into account the relative size of the business.*

### **6. Battlefords Best Employer**

*Awarded to an employer that excels in how employees are engaged in strategic goals and company values, and how human and supporting resources have been optimized to achieve and sustain commercial and competitive success. Judging will take into account the relative size of the business.*

### **7. Business of the Year**

*All applications in Award Categories 1 through 6 who become finalists, will automatically be entered into Business of the Year category.*

### **8. Heritage**

*This award recognizes pioneer and cornerstone business leaders in the Battlefords and area who have demonstrated excellence over an extended period of time and whose business has contributed to the economic well-being of the Battlefords and immediate area. The business must have been in continuous operation for at least fifteen (15) years but does not need to be currently operating in order to be eligible. Applications, for this category only, will be judged by the BBEX Committee as a whole. The successful applicant (ie. the award winner) will be announced prior to the annual event.*



## GENERAL INFORMATION FORM

The **Battlefords Business Excellence (BBEX) Awards** are open to all businesses, except Crown Corporations, operating in the City of North Battleford, the Town of Battleford, and the surrounding area. (approximately a 50 km. radius) A business may submit its own application or the application may be prepared by a third party. All applications must be signed by the business.

Businesses may submit an application in a maximum of two of the following categories:

1. Community Contribution
2. Marketing
3. New Business Venture
4. Customer Service
5. Micro Business
6. Battlefords Best Employer (New in 2015)

All applicants in award categories 1 through 6 who become finalists, will automatically be entered into Business of the Year category.

7. Business of the Year
8. Heritage.

To be eligible for a category, the applicant must not have won a **BBEX Award** in **that category** in the previous year. Once you have decided which category or categories the business is to be nominated for:

Step 1 Complete the general information form (on next page)

Step 2 Complete the application kit for the category you have chosen to enter. The questions in italics on the application kits are intended as guidelines only. Include as much information as possible as to why the applicant should win the category. There are separate kits for each category. Please note that each applicant is limited to two categories.

Step 3 **Return the completed forms before midnight, Friday, June 22, 2018.**  
**BBEX Awards Committee**  
**P.O. Box 1000**  
**North Battleford, SK**  
**S9A 3E6**  
**"CONFIDENTIAL"**

Step 4 All applications will be reviewed by the **BBEX Award Pre Selection Committee** which consists of three chartered professional accountants. This Committee screens all applications to ensure they are eligible, selects the finalists, and then forwards the list to the BBEX Awards anonymous jury.

Step 5 **The BBEX Awards Jury** chooses the BBEX winners. The jury is, and will remain anonymous and its deliberations are completely confidential.

**Any information provided will remain confidential. Following judging, all information will be returned to you.** The BBEX Awards ceremony will be on Tuesday, October 2, 2018.

**Benefits of being a BBEX Award applicant include:**

- Public Recognition
- Confirmation of your excellence in business
- Right to use BBEX logo in your advertising
- Event media advertising

**Benefits of Business of the Year award – Province wide recognition!**



## **2018 Battlefords Business Excellence Awards**

### **General Information Form**

Category: (1) \_\_\_\_\_

(if applicable) (2) \_\_\_\_\_

Name of Business: \_\_\_\_\_

Owners, partners or principals of the business: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*The Business submitting the application kit must have a representative sign here:*

\_\_\_\_\_

Date: \_\_\_\_\_

**Deadline is Friday, June 22, 2018.**

### **Important Application Instructions**

*The comments in italics are guidelines and suggestions for the completion of the application. Helpful hints are provided should you require clarity for a question in the package.*

*You may wish to answer the questions directly, or provide information supporting the application in another format. You do not have to answer the questions on the application form itself; you may write or type them separately. The application forms may be downloaded from the internet ([www.battlefordschamber.com](http://www.battlefordschamber.com) - click on Connection, then BBEX - in the left hand column).*

*The more facts, figures and examples you provide, the better the chance the nomination will be selected as a BBEX award finalist in this category. **The jury ONLY looks at information included in the application when selecting BBEX Award winners.***

*You may attach testimonials, brochures, and letters of reference or any other documents that help support the application.*

*If you have any questions, please call the Battlefords Chamber of Commerce, Executive Director Linda Machniak at (306) 445-6226.*



# Part A

- Due June 22, 2018.

## 2018 BBEX Awards

**Confidential**

### Marketing Award

Awarded to a business that demonstrates successful and innovative marketing of its business, products, or services. Marketing may include media campaigns, customer relationship building, property appearance or development, internet or social media, or any other method the business has used to build its customer base.

**Name of Business:** \_\_\_\_\_

- 1. What does your business do?**  
*(Include all products and services provided by the business.)*
- 2. Describe the different marketing strategies used by your business.**  
*(You may include discussion of any or all of the following, or highlight one or two successful initiatives developed by the business)*
  - a) *media (television, radio, print)*
  - b) *internet*
  - c) *property appearance or development*
  - c) *customer call centres or follow up*
  - e) *direct mail*
  - f) *product placement*
- 3. What success has your business experienced as a result of its marketing?**  
*(Is the business profitable? Has it developed new markets? Has it developed new products or services? Have sales increased? How was the effect of the marketing measured?)*
- 4. What impact has your business's marketing had on the community?**  
*(Growth of markets, attracting different businesses to the area, job creation, tourism growth, property appearance, etc.)*
- 5. Has your business, its owners or employees received any other recognition for marketing?** *(Please provide details and dates. Copies of certificates etc. may be attached.)*
- 6. Other than highlights of this category, what were the business's most important achievements in 2017?**



# Part B

– Due June 22, 2018.

1. Please complete a 100 word biography that can be used for the BBEX awards souvenir program, if your business is named as one of the finalists in this category
2. Please provide 6 (six) electronic photographs you wish to be incorporated in a video montage for presentation at the BBEX Awards gala.
3. (a) If named a finalist in this category, who will be accepting the finalist plaque?

Name \_\_\_\_\_

Title / Position \_\_\_\_\_

(b) If you are the successful finalist, and win the award, will the same person be accepting the category award?

Yes

No – Name \_\_\_\_\_

Title / Position \_\_\_\_\_