

*Battlefords Business Excellence
Awards*

2009

Nomination Kit

Marketing

IMPORTANT

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

GENERAL INFORMATION

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 nominee may submit its own nomination or the nomination may be submitted by a third party. All nominations must be signed by the nominee.

The business may submit a nomination in a maximum of two of the following categories:

- Community Contribution
- Marketing
- New Business Venture
- Customer Service
- Export Achievement
- Business of the Year
- Heritage

To be eligible for a category, the nominee 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 page 4.

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

Step 3 **Return the completed forms before midnight on February 27, 2009 to:**

**BBEX Awards Committee
P.O. Box 1000
North Battleford, SK
S9A 3E6
"CONFIDENTIAL"**

Step 4 All nominations will be reviewed by the **BBEX Awards Selection Committee** which consists of three chartered accountants. This Committee screens all nominations to ensure they are eligible, chooses the finalists, then forwards the list to the BBEX Awards 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 awards ceremony will be on May 12, 2009.

2009 Battlefords Business Excellence Awards

Nomination Form - General Information

Category: _____

Name of Business: _____

Owners, partners or principals of the business: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Nominator: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Important Nomination Instructions

The comments in italics below each question are guidelines and suggestions for the completion of the nomination.

You may wish to answer the questions directly, or provide information supporting the nomination in another format. You do not have to answer the questions on the nomination form itself; you may write or type them separately. The nomination forms may be downloaded from the internet (www.battlefordschamber.com - click on BBEX) and your information typed right in the form.

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 nomination when selecting BBEX Award winners.

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

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

The Business being nominated must have a representative sign here:

Date: _____

THE BBEX AWARD CATEGORIES AND CRITERIA

The **BBEX Award Program** consists of seven 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 the 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 that has been operating for more than one but less than three years as of December 31, 2008. 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. Export Achievement

Awarded to a business which excels at exporting Saskatchewan products or services from the Battlefords, either nationally or internationally. Judges will take into account the relative size of the business.

6. Business of the Year

Open to all businesses that began operations prior to January 1, 2006. Awarded to a business that demonstrates success and exceptional performance in the manufacturing, industrial, retail, tourism or service sectors. The judges' criteria will include the business' growth, financial success, job creation, stability, and community involvement.

7. 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. Nominations, for this category only, will be judged by the BBEX Committee as a whole. The successful nominee (ie. the award winner) will be announced prior to the annual banquet.

2009 BBEX Awards

Confidential

Marketing Award

Awarded to the 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.

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 the 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*
 - g) *anything else*
- 3. What success has the 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 this 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 the business, its owners or employees received any other recognition for marketing?** *(Please provide details and dates. Copies of certificates etc. may be attached.)*
- 6. Why do you feel this business merits nomination for the BBEX Award for Marketing?** *(Include any other relevant, factual information that provides the basis for your nomination. In your view, what is it about this business's marketing that makes it stand out among its competitors and in our community?)*