



2016 Governor's Tourism Awards Submission Rules

Submission Requirements and Guidelines: (incomplete submissions will not be judged)

- Each organization/community may only submit nominations in up to three categories. The entity should include, if applicable, listing of all partners involved.
- Nomination Form (attached)
- Use up to 4 one-sided pages describing why your nomination should be honored.
- Supplemental materials such as brochures, newspaper articles, photos or samples may be submitted in addition. Please enclose one (1) copy of all materials. Materials will not be returned unless otherwise requested.
- Nominations may be submitted on a CD or Flash Drive. Electronic files may be submitted as PDF, JPG or Microsoft Word files only.
- One project may not be submitted to multiple categories.
- All materials must be submitted in full by the deadline.

Winners will be announced at the Governor's Tourism Awards Gala on July 12. If you have any questions regarding the format in which nominations should be submitted, please contact Hannah Fullmer at 602-364-3730 or via email at hfullmer@tourism.az.gov.

General Evaluation Criteria

The nominations submitted will be evaluated based on any or all of the following factors:

- Project purpose, objective and goals
- Exceptional efforts (above and beyond normal day-to-day responsibilities)
- Innovation and uniqueness
- Effective use of resources
- Measurable results based on stated objectives (results should be stated in measurable terms, i.e., percentage increase over previous year, actual numbers achieved versus projections stated in objectives)
- Contribution to the Arizona tourism industry

Deadline for Nominations – 5:00 p.m. on Friday, May 27.

Send submissions to: Governor's Tourism Awards
ATTENTION: Hannah Fullmer
Arizona Office of Tourism
1110 W. Washington St. #155
Phoenix, AZ 85007
Via email to hfullmer@tourism.az.gov



2016 Nomination Form

One (1) copy of this nomination form must be included for each entry submitted

Award Category: (check one)

Excellence in Innovative Marketing

- Advertising Campaigns
- Print Content and Collateral
- Interactive Technology
- Social Media
- Public Relations/Media Relations
- Integrated Marketing Campaign
- Arizona Cultural and Historic Preservation

Outstanding Friends of the Tourism Industry

- Tourism Spirit of Service (Individual, Group, Event or Attraction)
- Tourism Hall of Fame

Person/Program Nominated:

Community/Organization _____

Address: _____

City, State, Zip: _____

Telephone: _____

Nomination Prepared by: _____

Community/Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____