

# Marketing

Thursday, January 11, 2007

## **Sponsorship Marketing Council calls for awards entries**

The **Sponsorship Marketing Council of Canada** has put out a call for entries for its 3rd Annual Sponsorship Marketing Awards.

Two new categories, Sustained Success and Small Budget (programs with less than a \$100,000 budget), have been added this year. Other categories include: Sports, Arts & Entertainment, Cause (not-for-profit programs), and Special Interest (for areas other than the first three).

To be eligible, programs must have taken place between Jan. 2004 and Jan. 2007.

Winners will be announced at the SMCC's annual conference April 23 at the Liberty Grand, in Toronto.

The submission deadline is Feb. 28 and entry rules and guidelines can be found at [sponsorshipmarketing.ca](http://sponsorshipmarketing.ca).

*-Eric Ahlberg*