



Feb 28 Deadline for 3rd Annual Sponsorship Marketing Awards Entries

by Gail Chiasson
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A call for entries for the **3rd Annual Sponsorship Marketing Awards** was issued today by the **Sponsorship Marketing Council of Canada**.

The awards program recognizes companies that have maximized their investments in sponsorship marketing by developing innovative leveraging strategies that drive business results.

Deadline for submissions is Feb. 28/07. Winners will be announced at the SMCC's Annual Conference April 23 in Toronto. A blue-ribbon panel of judges, chaired by **Nicole Dubé**, director of marketing, **Fédération des producteurs de lait du Québec**, will review entries in the following categories: Sports; Arts & Entertainment; Cause (for not-for-profit programs); Special Interest (for programs that drive business results in areas other than Sports, Arts & Entertainment, or Cause).

In addition, there are two new categories that have been introduced for this year's competition:

- . Sustained Success (for programs that demonstrate delivery of business results over three consecutive years or longer)
- . Small Budget (for programs budgeted at less than \$100,000 annually, which includes rights fees and activation)

"The sponsorship marketing community has really embraced this awards program," says Dubé. "In fact, the number of submissions jumped by 41% in 2006 over the previous year, and we are hoping for sustained growth in 2007."

Entries will be evaluated on their success at driving business results. Scoring is weighted, and reflects best practices, beginning with selecting the right property, and activating or leveraging the investment to deliver desired results. To be eligible, programs must have taken place within the past 36 months (January 2004 - January 2007). The only exception is for the Sustained Success category. Entries are accepted in either English or French (accompanied by an English translation).

Entry rules and guidelines are found on the SMCC's Web site at www.sponsorshipmarketing.ca. The online entry process is being facilitated by adbeast, Toronto. Marketing support for the conference and awards program is being provided by trade media sponsors Strategy and Media in Canada.

Formed under the auspices of the **Association of Canadian Advertisers**, the Sponsorship Marketing Council of Canada was created to further the development of best practices and accountabilities in the field of sponsorship marketing.