



**SWANA**<sup>®</sup>

SOLID WASTE ASSOCIATION  
of North America



**MARKETING**

EXCELLENCE AWARD

## **2010 Nomination Packet**

*Nominations Due: April 16, 2010*



*Don't Miss this Opportunity to Give Your Program  
the Recognition it Deserves!*

MEDIA PARTNER:

**MSW**  
Management  
The Journal for Municipal Solid Waste Professionals

# 2010 MARKETING EXCELLENCE AWARD

## NOMINATION FORM



Program/Facility Nominated:

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Contact Person Name & Title: \_\_\_\_\_

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

City, State, Zip/ Province, Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ Email: \_\_\_\_\_

Nomination submitted by (if different than information listed above):

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

If selected for an award, how would you like the name of the organization to read on the award (limit of 50 characters)?

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**2010 Applications must be submitted to SWANA no later than Friday, April 16, 2010**

**\*\*\* PLEASE NOTE THAT ENTRY REQUIREMENTS HAVE RECENTLY CHANGED \*\*\***

*See the attached Entry & Eligibility Requirements sheet for further information*

**Application Checklist** (Please make sure the following items are included in your submittal packet):

- Completed nomination form with signed release statement (this page), to be scanned and included in digital submission
- 1 copy of your award submittal on a CD-ROM OR via the SWANANET FTP site.
- Executive Summary of your nomination (NO more than 200 words)
- At least 2 pictures of your operation (may be included in nomination text)
- Check or credit card payment (made payable to SWANA) for nomination fee (in U.S. dollars)

**Please mail all application packages to:**

SWANA  
ATTN: Technical Programs Department  
1100 Wayne Avenue, Suite 700  
Silver Spring, MD 20910

**Release Statement:** *I certify that the information provided in this application is accurate and correct to the best of my knowledge. SWANA reserves the right to publish the enclosed information. Nominations become the property of SWANA. My signature gives SWANA the right to reprint or make available for purchase any portion of this submittal.*

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

# 2010 MARKETING EXCELLENCE AWARD - SCORING CRITERIA

The Marketing Excellence Award recognizes excellence in the creation and implementation of solid waste marketing and advertising materials that are specifically developed to sell a product or increase participation in a mandatory service. Examples appropriate for this category include (but are not limited to):

- Advertising campaigns (print and/or online)
- Marketing plans
- Direct mail campaigns
- Special event for product/service launch

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SWANA's Communication, Education & Marketing Technical Division has established the following categories by which marketing efforts will be evaluated for excellence. **Please organize your application according to these categories and address each sub-category to the fullest extent possible. Please be attentive to each category's pre-assigned point value, as judges will be scoring each category based on these numbers.**

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## 1.) Statement of Intent:

- Explain why you are applying for an award at this time, and in this category. No points are awarded, but judges will use this statement to decide if your application is in the appropriate category. Applications that are judged to be in the wrong category will NOT be moved – they will NOT be scored and you will be encouraged to reapply in a future year. Please consider the appropriateness of your application before applying.

## 2.) Research/Planning:

**30 points**

- Describe the need for this program/project: what were the facts and perceptions regarding the problem or situation? Include a synopsis of research data/methods.
- Describe examples of materials that were previously being used prior to implementing this program/project.
- Describe the target audience(s) and how this program/project is appropriate for that audience(s).
- Describe the goals of the program/project (goals should be specific, realistic and measurable) and the strategies/tasks planned to meet the goals.
- Describe anticipated obstacles and opportunities for meeting the goals.

## 3.) Implementation/Execution:

**35 points**

- Describe how the program/project was implemented using a timeline of events that lists each activity/task.
- Discuss the budget for the program/project (including any funding leverage). If any of the activities exceeded the budget, explain why.
- Describe any partnerships or collaborations with other organizations that helped the program/project meet its goals.
- Discuss how well the elements described in the planning phase were accomplished.
- Creativity: describe how your program/project is unique or an improvement over a similar project/program.

## 4.) Results/Evaluation:

**30 points**

- Describe how the target audience(s) participated in, or reacted to, the program/project.
- Demonstrate how success was measured. Results should be quantifiable and directly relate to the goals stated in the Research/Planning section.
- Discuss how the program/project can be improved.
- Is the project/program replicable in other communities for similar target audience(s)?

## 5.) Application Quality (*this category does not need to be verbally addressed within your application*) **5 points**

- Overall appearance of the application: is it easy to read, neat and well organized?
- Technical Quality: effectiveness and use of graphics as well as grammatically correct.
- Completeness: has all information been included?
- Applications that are incomplete or unreadable will be disqualified from entry.

### JUDGING AND SCORING DETAILS

Each of SWANA's Technical Divisions has implemented its own specialized scoring and evaluation procedure, reflective of the diversity in the solid waste field. As a result, the possibility exists that there may NOT be an award presented in each level (Gold, Silver and Bronze).

# 2009 ENTRY & ELIGIBILITY REQUIREMENTS

Entries must comply with the following requirements to be considered for evaluation<sup>1</sup>. All materials become the property of SWANA. Please keep a copy of your entry for your own records.

## APPLICATION REQUIREMENTS

- Entries shall consist of **ONE** electronic copy of your application. The electronic application may be submitted via SWANA's FTP site or may be mailed on a CD-ROM. The electronic materials submitted will be used to distribute your application materials to SWANA judges for evaluative purposes, so please make sure that your submittal is fully and accurately represented. Additional materials (pamphlets, videos, etc.), may be included and should be digitized and included in the digital submission if possible. In cases where it is impossible to digitize these materials please send **FOUR** copies of each supplemental material you would like evaluated for distribution to judges. These supplemental materials should be referenced accordingly within your application, and instructions for how judges should handle supplemental materials must be clearly articulated within the application.
- The total number of pages in the original digital application **SHOULD NOT EXCEED 20!** Entries over 25 pages will be disqualified.
- Please begin your nomination with a brief **EXECUTIVE SUMMARY** of no more than 200 words. This will be used to highlight your program in SWANA publications, including the WASTECON 2010 Awards Luncheon Program, so please ensure that you provide a clearly articulated summary of your project and why it is worthy of recognition.
- Electronic applications should be submitted as Microsoft Word (.doc) or Adobe Portable Document Format (.pdf) files. All pictures and graphics should be included in the document, either embedded in the appropriate section or in a referenced appendix. Please **MINIMIZE** the number of files included in your electronic nomination! Do not create a separate file for each portion of the submittal.
- If you are mailing a CD, please clearly label the CD with the facility/program and applicant's name.
- Entries shall consist of the following materials:
  - 1.) **Nomination Release Form** - (*does not count towards page limit*)
  - 2.) **Descriptive Sections** (20 pages maximum<sup>2</sup> – arranged by scoring criteria) - mixed with pictures, graphics, etc. to highlight items
  - 3.) **Supplemental Materials** (10 pages maximum<sup>2</sup>) – i.e. press releases, news articles, support letters, design plans, etc.

## APPLICATION FEES (IN U.S. DOLLARS)

- **\$125** per application for single, first-time applicants
- **\$100** per application for facilities who have submitted an application within the last two years (2008, 2009)
- For facilities/programs submitting more than one application (under different categories) the following pricing scale applies:
  - **\$100** per application if submitting two
  - **\$75** per application if submitting three (**Maximum of 3 applications per entrant**)

<sup>1</sup> Entries not meeting minimum criteria will be ineligible and returned with a refund of \$75 (if received no later than January 29, 2010). Ineligible applications may be resubmitted with the full nomination fee prior to the April 16, 2010 deadline. If, for reasons beyond your control, you are unable to meet the following requirements, please contact SWANA for further submittal options.

<sup>2</sup> Please note that the combined total of descriptive and supplemental pages shall **still not exceed 20**. It is up to the applicant to determine the most effective way to structure these two sections, while still addressing all of the pertinent topics.

# EXCELLENCE AWARDS FAQ AND 2010 TIMELINE

- Q: How many Excellence Award categories are there?      A: There are 14 different categories within SWANA's seven Technical Divisions. You may visit [www.SWANA.org](http://www.SWANA.org) for a full listing of categories and corresponding downloadable nomination forms.
- Q: Are smaller facilities or programs at a disadvantage?      A: No. Applications are judged upon the *quality* of the facility or program they depict, not budget size or operational extensiveness.
- Q: Does a longer application work to my benefit?      A: No. Judges will award points based on the scoring criteria and your ability to follow the application instructions, not on the volume of materials you submit. Do not rely on supplemental materials to tell your story.
- Q: What are the benefits of being an Award Winner?      A: Aside from being publicly recognized during the annual WASTECON awards luncheon, SWANA issues a press release to over 100 media outlets throughout the country announcing award winners. MSW Management Magazine also highlights award winners in their September/October issue. This year, SWANA will also be including winning applications in various conference proceedings and even on our revised website. In summary, the word will get out!
- Q: What is the SWANA Innovation Award?      A: SWANA's Innovation Award is given to facilities that demonstrate unrivaled creative and innovative qualities. All applicants are considered for this award and you do not need to apply separately.



## 2010 Important Dates



- **January 21-23, 2010:** Senior Executive Seminar– San Diego, CA
- **February 8-13, 2010:** Thinking Outside the Blue Box Conference – Charlotte, NC
- **March 8-11, 2010:** Landfill Gas Symposium – San Diego, CA
- **April 16, 2010:** **\*\*ALL 2010 AWARD SUBMITTALS DUE TO SWANA\*\***
- **April 12-17, 2010:** Landfill Symposium/Planning & Management Conference/Spring Training Center – Reno, NV
- **May 11-13, 2010:** North American Waste-to-Energy Conference – Orlando, FL
- **June 2010:** **2010 EXCELLENCE AWARD WINNERS ANNOUNCED!**
- **August 15-17, 2010:** WASTECON 2010 – Boston, MA
- **August 15, 2010:** **AWARDS CEREMONY** (in conjunction with WASTECON 2010)