



SWANA[®]

SOLID WASTE ASSOCIATION
of North America



MARKETING

EXCELLENCE AWARD

2012 Nomination Packet
Nominations Due: April 13, 2012



*Don't Miss This Opportunity to Give Your Program
the Recognition It Deserves!*

MEDIA PARTNER:

MSW
Management
The Journal for Municipal Solid Waste Professionals

2012 MARKETING EXCELLENCE AWARD *CHECKLIST AND RELEASE*

2012 Applications must be submitted to SWANA no later than Friday, April 13, 2012

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

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

- Completed release statement (this page), to be scanned and included in digital submission
- Check (made payable to SWANA) or credit card payment for nomination fee (in U.S. dollars) via [Excellence Award Nominations](#)
- At least 2 pictures of your operation (may be included in nomination text)
- One copy of your award submittal uploaded using your purchased 2012 SWANA Excellence Awards Application *Uploading Instructions*
- If you would like to mail your submission, please contact Jesse Maxwell, *Program Coordinator*, at jmaxwell@swana.org or (240) 494-2237.

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: _____

2012 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

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.**

1.) Statement of Intent:

No points

- 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.

Due to different scoring and evaluation procedures in each Technical Division, the possibility exists that there may NOT be an award presented in each level (Gold, Silver and Bronze).

2012 MARKETING EXCELLENCE AWARD

ENTRY AND ELIGIBILITY REQUIREMENTS

Entries must comply with the following requirements to be considered for evaluation¹. 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 website per purchased [2012 SWANA Excellence Awards Application Uploading Instructions](#). 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, contact Jesse Maxwell, Program Coordinator, at jmaxwell@swana.org or (240) 494-2237.
- The total number of pages in the original digital application **SHOULD NOT EXCEED 25!** Entries over 25 pages will be disqualified. Suggested length: 15-20 pages.
- 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 2012 Awards Banquet 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 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.
- Entries shall consist of the following materials:
 - 1.) **Nomination Release Form** - (*does not count towards page limit*)
 - 2.) **Descriptive Sections** (20 pages maximum² – arranged by scoring criteria) - mixed with pictures, graphics, etc. to highlight items
 - 3.) **Supplemental Materials** (10 pages maximum²) – 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 (2010, 2011)
- For facilities/programs submitting more than one application (under different categories) the following pricing scale applies:
 - **\$200** total if submitting two
 - **\$225** total if submitting three (**Maximum of 3 applications per entrant**)

¹ Entries not meeting minimum criteria will be ineligible and returned with a refund of \$75 (if received no later than January 29, 2012). Ineligible applications may be resubmitted with the full nomination fee prior to the April 13, 2012 deadline. If, for reasons beyond your control, you are unable to meet the following requirements, please contact SWANA for further submittal options.

² Please note that the combined total of descriptive and supplemental pages shall **still not exceed 25**. It is up to the applicant to structure these two sections, while still addressing all of the pertinent topics.

2012 MARKETING EXCELLENCE AWARD

FAQ AND 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/Awards 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: Not necessarily. As long as the scoring topics are discussed sufficiently enough to convey adequate insight into your operations, it really does not matter how long your application is. Supplementary inserts like brochures, maps, pictures, etc. can often replace the need for long textual descriptions.
- Q: What are the benefits of being an Award Winner? A: Aside from being publicly recognized during the annual WASTECON awards banquet, SWANA issues a press release to over 100 media outlets throughout the country announcing award winners. MSW Management Magazine also highlights award winners in an issue. SWANA will also be including winning applications in various conference proceedings, eSessions, and even on our revised website. In summary, the word will get out!

← 2012 Important Dates →

- February 8-9, 2012:** *The Road to Zero Waste Conference* – Austin, TX
- March 19-22, 2012:** *35th Annual Landfill Gas Symposium* – Orlando, FL
- April 13, 2012:** **Excellence Award Submissions Due**
- April 23-25, 2012:** *20th Annual North American Waste-to-Energy Conference* – Portland, ME
- June 2012:** **2012 Excellence Award Winners Announced**
- August 14-16, 2012:** WASTECON 2012 – Washington, DC
- August 14, 2012:** **Excellence Awards Banquet** (In conjunction with WASTECON)