



Destination Branding & Marketing Campaign of the Year

Population: Under 500,000

Population: 500,000 and above

This award is given to a destination member with the most outstanding comprehensive marketing campaign for its organization between July 1, 2023, and June 30, 2024. This can include a variety of types of marketing: print ads, newsletters, email blasts, digital marketing (including websites, social media components, etc.), press releases, media coverage, or any other promotional program. The campaign should promote the sports destination, not general travel or meetings.

Submission Guidelines

The Sports ETA Awards Committee invites you to submit nominations for the 2024 Sports ETA Member Awards on behalf of your organization.

Award recipients will be selected based on exemplary performance and merit. Winners will be announced at the *2024 Sports ETA 4S Summit* in Chattanooga, TN. Nominations and all supplemental materials are due by September 27, 2024, at 11:59 P.M. ET.

If you have any questions about the nomination process or specific award categories, don't hesitate to contact Sports ETA Member Services at info@SportsETA.org.

For your entry to be considered, please address each of the judging criteria and clearly label each section of your entry according to the judging criteria outlined below.

Judging will be based on the following:

Section One: Written statement detailing sports marketing campaign purpose, objectives and goals. (20 pts)

Section Two: Examples of how outlined goals were achieved through the execution of the marketing campaign. (20 pts)

Section Three: Creativity of the campaign and how that creativity conveys the message of your organization as a sports destination. (20 pts)

Section Four: Production quality of any marketing collateral created to support marketing strategy, including any social media platforms used. The cohesiveness of marketing pieces and/or messaging used in the overall campaign and how they support campaign purpose and goals. Include samples of marketing collateral in your attachments. (25 pts)

Section Five: Explain how the campaign budget supported the objectives and give examples of partnerships, sponsors, etc., who provided additional resources towards the campaign (cash or in-kind). (15 pts)