



2007 RENO-TAHOE AMA
ACE AWARDS
RACE FOR THE ACE



Marketers, Start Your Engines!

You planned, you tuned, you polished - you built your marketing baby from the asphalt up. Now's your chance to show off that hot marketing machine. Enter it into the 2007 ACE Awards: *Race For The Ace!*

We've made this year's entry process quicker and easier for you ... after all, it is a *RACE* to the finish! Details and guidelines are included on the following page. If you have any questions regarding this new process, please feel free to contact me at the email address or phone number below.

Completed entries, supporting materials and entry fees are due no later than 5:00 pm on Friday, April 13 to Samantha Fleischer at the Pioneer Center, 100 S. Virginia Street. To make arrangements to deliver your entries prior to April 13th, please contact Samantha at 775-686-6142.

We will announce the winners at the 2007 ACE Awards Celebration on Friday, May 18th.

Good luck!

Jessica Hensler
2007 ACE Committee Chair
jhensler@hmcarchitects.com
775-322-9475 x14

ENTRY GUIDELINES

Please provide the following information regarding your marketing campaign. Responses to the following questions **must** be no more than two (2) pages, single-sided and 10+ point font. You may choose any format as long as these requirements are met. Responses over two pages or not including the following information will be disqualified. If you enter multiple campaigns, each one must be a separate entry. **Hint: As you prepare your entry, please pay special attention to “Quantitative Goals” and “Results”, as these responses have a major impact on your total score.**

A) Firm Information

1. Company/Agency/Organization Name
2. Address
3. Telephone Number
4. Contact Person
5. Email Address

B) Campaign Information

1. Client, If Applicable
2. Name of Campaign, Publication, Event, etc.
3. Date(s) of Campaign
4. Category (Choose only **one** category per entry. If you choose to enter a single campaign for multiple categories, they must be separate entries.)
 - Special Events Campaign
 - Radio Advertising Campaign
 - Direct Mail Campaign
 - Non-Profit Marketing Campaign
 - Comprehensive Marketing Program/Campaign
 - Print Advertising Campaign
 - TV Advertising Campaign
 - Web Marketing Campaign
 - Publicity/Public Relations Campaign
 - Real Estate Marketing Campaign
5. Target Market/Demographic
6. Quantitative Goal
7. Strategies - Please list and/or describe specific publication, promotion and/or PR strategies that contributed to the success of the campaign.
8. Results - Please provide a quantitative measurement of your results, i.e. percentage increase in revenue, attendance, increased awareness, percentage increase in market share, etc.
9. Summary - Please summarize your campaign for use in the event program.

SUPPORTING MATERIALS

Please include any supporting materials, including cut sheets, CD-ROMs, brochures, etc., organized in a 2” (or less) binder for easy shipping to the judging chapter. If you have supporting materials that are too large to fit in the binder, like a poster, please mount on foam board for display purposes.

During this year’s awards ceremony, we’ll show an image or radio/TV spot for each winner. Please also email an image, radio spot (wav, mp3 or similar format), or TV spot (mpeg or similar format) to jhensler@hmcarchitects.com.

ENTRY FEES

AMA Member Entry Fee - \$40 per entry

Non-Member Entry Fee - \$60 per entry