

2016 Kudos Marketing Award

Introduction

SAMPLE ONLY - Application must be submitted using the online awards form.

The Kudos Marketing Award will be presented to the agency who has significantly contributed to the public's increased awareness and recognition of public parks and recreation through a marketing campaign and communications.

The nomination deadline is March 20, 2016

Eligibility Criteria:

- Current NRPA membership is required (Membership can be as an agency member or the agency director)
- The marketing campaign must have:
 - created or heightened public awareness;
 - provided compelling information; and
 - created new perception or viewpoints regarding parks, recreation and conservation.

Required Materials

- Answers to the questions provided below
- Submit no more than ten (10) examples of marketing tools that you used to market this campaign. Examples may include: brochures, newsletters, program guides, annual reports, flyers, postcards, posters, print ads, emails, and paraphernalia. Combine information into one document.

NOMINATION INSTRUCTIONS

- All nominations must be **received by NRPA** no later than midnight EST March 20, 2016. NRPA will not return any materials submitted with the nomination.
- Nominator may only nominate using this official nomination form.
- All materials must be submitted electronically using this survey format.
- Submit **no more than two documents** (multiple documents may be combined, video links included, however, submit no more than two separate documents). *No separate photographs will be accepted. To insure connectivity, provide URL addresses, not hyperlinks.*
- Nomination is automatically disqualified if it does not meet criteria, submission instructions or if the responses are over the word limit.
- This format has a save and continue feature that is located at the bottom of the question pages.
- For more information, contact the NRPA Awards Programs at 703-858-2141 or awards@nrpa.org

Contact Information

1. Agency *

2. Phone Number *

3. Submitted by (contact) *

4. Title

5. Street Address (UPS delivery) *

6. City / State / Zip *

7. Email *

8. NRPA Membership Number

Essay Question 1

9. What was the overall message conveyed in this campaign? Why did you choose this message? What was the goal/purpose for this message? Explain how consistent and effective messaging was achieved. (*maximum 250 words*) *

Essay Question 2

10. How did the marketing campaign create or heighten public awareness, provide compelling information or create a new perception regarding parks, recreation and conservation? (*maximum 500 words*) *

Essay Question 3

11. How did the marketing piece or campaign reflect creative vision, artistic aptitude, and innovative graphic design? (*maximum 250 words*) *

Essay Question 4

12. Why did you choose the methods of communication that you used to convey this message? (*250 word maximum*) *

Essay Question 5

13. Were these methods effective in communicating your message? How did you measure this effectiveness? What was the overall impact of the campaign? (*maximum 250 words*) *

Additional Information

14. Submit no more than ten examples of marketing tools that you used to market this campaign. Combine the information into one document. *

Browse...

Upload

Thank You!

Thank you for submitting an application for the Kudos Marketing Award. Status notifications will be provided in late June.