



Entry Title	_____
Submitting Company	_____
Entry Contact, Title	_____
Address	_____
Phone	_____
Email	_____
Project Credits	_____

Spark Entry Categories (Please select one)

- Pyrotechnics: Excellence in Business
- Torch: Excellence in Non-Profit
- Firecracker: Excellence in Interactive Media (includes websites, email marketing, banner ads, search engine marketing)
- Dynamite: Excellence for an Event
- Fuse: Excellence in creating a buzz around a product, service, or event that is typically perceived as one that lacks interest and excitement
- Blaze: Excellence in Social Media (includes social networking sites, blogs, wikis, and video sharing sites)

Entry Process: Six Simple Steps (Provide numbers 1 through 5 on a single page.)

- 1) Campaign summary
- 2) Campaign strategy, goals and your inspiration
- 3) Describe the process and execution
- 4) Identify the metrics you used and use those metrics to share your results
- 5) Share your wisdom and lessons learned
- 6) Be proud and show us your work with digital examples (separate attachments – up to 15)

Guidelines

- Eligible campaigns are those begun by January 2009 and completed by June 30, 2010
- Entries must be received by August 1, 2010
- Submissions must be accompanied by a non-refundable fee of \$40 for AMA members and \$55 for non-members; checks can be made payable to Charleston AMA. Online payments by credit card can be made at <http://www.charlestonama.org>
- Anyone who was part of the marketing campaign can enter on behalf of the group; however the project can only be entered once. You may want to include names of all who facilitated (client and Agency)
- One organization can enter multiple campaigns
- Charleston AMA Board members may enter except for the Director of Awards

What Next?

- Submit entries electronically to info@charlestonama.org
- Also include in submission 2 powerpoint slides: one with campaign images and one with metrics. This will be used to promote your campaign should you become a finalist.
- A panel of judges will review all entries and score based on the identified criteria.
- Winners will be announced and awards presented at the Sparks Awards Soiree September 2010. Date TBA.
- If you have any questions, please contact Nicole Garrigan at 843.693.4183 or info@charlestonama.org



Entry Benefits

Winners of the 2010 Spark Awards have a unique opportunity to be recognized as marketing innovators throughout the state of South Carolina. Promotion for the 2010 AMA Spark Awards will reach members of statewide media and an extensive database of statewide marketing professionals through a thorough communications plan that includes event publicity, public relations, the AMA website, AMA newsletter and direct email promotions. For 2010, Charleston AMA Spark initiatives focus on increased statewide visibility, substantial marketing of the event and a significant rise in attendance from previous years. This presents a unique opportunity for companies like yours to reach the decision makers in the marketing industry – all benefiting you and your company. Finalists and winners will benefit from highlighted promotion and will be encouraged to engage in dialogue on Charleston AMA social media outlets.

FAQ's

What will my final entry look like?

Please submit your entry electronically. While the judging is based on your ability to prove ROI in your campaign, your entry should also be aesthetically pleasing and easy for the judges to review.

How do I get my entry to the judges?

Submit entries electronically to info@charlestonama.org. Alternatively, entries can be delivered to Charleston AMA on the date of the deadline – times and location for drop off are available on our web site as the entry deadline approaches.

How are the judges chosen?

Out-of-town judges are used to ensure there is no bias and that each campaign is judged based on its entry's ability to prove high ROI. One local judge is used to provide a perspective that may be unique to the community. Judges are chosen based on their marketing experience, involvement in their own marketing communities and their knowledge about ROI measurement.

Will I get my entry back?

No. All entries are given to the College of Charleston marketing and communication departments for use in classes and as examples of excellent work.

What if my entry could fit into two categories?

Use your best judgment and select best-fitting category.

When will I find out if I won?

Winners will be announced at the Charleston AMA Spark Awards in late September 2010.

**Feel free to direct any additional questions to AMA's Director of Awards,
Nicole Garrigan at 843.693.4183 or info@charlestonama.org**