



**NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION  
MARKETING COMMITTEE 2020-2021 MARKETING EXCELLENCE NOMINATION FORM**

**Purpose of Award:** The Marketing Excellence Award was established to highlight a Chapter that stands out in their promotion of NAWIC.

**Selection Process:** The chapter can be nominated by an individual or chapter who may or may not be in the same chapter as nominee. Nominators are encouraged to contact chapter to ensure accuracy of application. All nomination forms received prior to the deadline will be reviewed a panel of judges, as selected by the NAWIC Marketing Committee.

**Criteria and Method of Judging:** All nominees must be a chapter in good standing. An essay of 300 words or less, submitted with the nomination form, will be awarded points at the discretion of the judges. The nominee awarded the highest number of points by all judges will be deemed the winner. In case of a tie, two awards would be made in that particular year.

**Ratings**

Social Media	Out of the box ideas
Website	Communication with other chapters
Promotion	Specific event promotion
Promotion to public	Promotion to industry
COVID-era marketing	Essay

**Deadline/Submission:**

- All paperwork for region selections must be received by the Region Marketing Committee Chair on or before **April 5, 2021**.
- All paperwork for final selections (one per region) must be received by the National Marketing Committee Chair on or before **May 7, 2021**. Email forms to [marketing@nawic.org](mailto:marketing@nawic.org).



**Notification and Announcement of Winners:** Winners will be notified by the NAWIC National Marketing Committee Chair and announced at Annual Conference. The National Marketing Committee and NAWIC National office will prepare and/or purchase the award.

**Essay:** Attach an essay in 300 words or less, why this chapter should be chosen for the honor of “NAWIC Marketing Excellence.”

Tips for Essay:

- Give details and specific examples as to why your nominee should be selected. Tell the Marketing Committee how the nominee has gone above and beyond normal chapter marketing participation. The Marketing Committee is relying on your words and examples to “see” your nominee’s attributes and contributions.
- Share how your nominee has served as an example to other chapters and has made an impact in our industry.
- Successful nominations have enough details to make the case for the nominee’s achievement.
- Make your essay stand out!



*Leading  
Builders.  
Building  
Leaders.*

### 2020-2021 Marketing Star Nomination Form

\_\_\_\_\_ has been nominated by \_\_\_\_\_

(Nominee's Name)

(Nominator's Name)

I certify that the information contained in the attached application form is true to the best of my knowledge is a chapter in good standing.

\_\_\_\_\_

Nominator's Signature

\_\_\_\_\_

Date Submitted