

• THE 2021 •
DIAMOND AWARDS

PROMOTION INFORMATION PLEASE PRINT

ENTRY CATEGORY NAME _____

APPLICANT INFORMATION

1. Names of product(s) and/or service(s) being promoted:

2. Client Name (except for self-promotion awards):

3. Objectives of the promotion:

4. Target audience:

5. Where and when promotion used:

6. Amount spent on promotional products (excluding freight, postage etc.)

7. List supplier of each promotional item used (except supplier self-promotion award):

8. Other information that will put the promotion into perspective (including its creativity, theme, imprinted slogan, copy, media):

9. Results/reactions to promotion:

IMPORTANT: In order to guarantee impartial judging, distributor company name must not appear on any documents except page 1. Don't use company letterhead.

Please include photos of the promotion and a letter from the client verifying the effectiveness of the campaign **MUST** accompany the Entry Form. Other collateral information may also be included with the submission. It is not necessary to mail samples of the promotion.

SAAGNY
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EXCELLENCE IN PROMOTIONS



ENTER NOW - Multiple Category Submissions Encouraged!

Judging Criteria:

- Promotions/Programs Implemented August 1, 2019- July 31, 2021
 - Originality of Concept
 - Effectiveness of Execution
 - Creativity
 - Results

Submissions due September 10, 2021

Diamond Awards presentation will be held at the
SAAGNY Holiday Party, December 8, 2021

The selection committee may have multiple awards in any category at its sole discretion.

DIAMOND AWARDS CATEGORIES

Internal Promotions and/or Employee Incentive Programs

- Safety, productivity, customer service, morale, inventory theft reduction
- Solicit corporate improvement suggestions
- Recognize attendance, birthday, employment anniversary, etc.

Goodwill / Non Profit / Fundraising Programs

- Promote and improve customer, vendor, and community relations.
- Drive fundraising efforts
- Raise public awareness through public service campaigns.

Consumer Promotions

- Introduce new products or line extensions, services, or facilities
- Increase retail and internet traffic, attendance at events, sales
- Response inducing - to web site, to store, etc.

Business-to-Business Programs And Direct Mail Programs

- Develop customer loyalty and ultimately, referrals
- Build corporate, product, and social awareness
- Increase traffic to website, retail store, events

Sales Incentive Programs

- Directed to internal and/or external sales teams, reps, dealers, retailers
- Increase sales, improve performance, secure retail POP display space, etc
- Build team spirit, loyalty

Distributor Self Promotion Programs

- Introduce and/or promote your business
- Enhance your image and brand, introducing a new service, product, division
- Increase sales and customer base

Supplier Self Promotion Programs

- Introduce and promote your business, corporate acquisition
- Enhance your image and brand, introducing a new service, product, division
- Increase sales and customer base

Trade Show Programs

- Pre-show mailings to encourage attendance
- Pre-show or at-show to increase booth traffic and lead generation
- At-show event to garner and track prospect leads

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Complete the second page of the SAAGNY Diamond Awards Entry Forms for each promotion submitted. Be sure to indicate the category for each entry.

ENTRY CATEGORY NAME _____

APPLICANT INFORMATION

Name of person submitting entry _____

Distributor company name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Award Inscription: Awards are presented to the Applicant company and to the client.

Applicant Award: Company Name _____

Individual Name _____

CLIENT INFORMATION

Company name _____

Address _____

City _____ State _____ Zip _____

Person in charge of promotion _____ Title _____

Please DO NOT publicize or include the name of my client in the marketing or press releases

PR CONTACT

Provide names and contact information for any publication to be notified if selected as a winner.

Publication name _____ Contact name _____

Info _____

Publication name _____ Contact name _____

Info _____

All entries must be received at the SAAGNY office by September 10, 2021.

Mail entries to: SAAGNY Diamond Awards 2019, 50 Tice Blvd Suite 340, Woodcliff Lake, NJ 07677
914-848-7369 • www.SAAGNY.org • info@SAAGNY.org

THIS ENTRY FORM MAY BE COPIED FOR ADDITIONAL SUBMISSIONS.