



## 2018 Governor's Tourism Awards Submission Rules

### **Submission Requirements and Guidelines: (incomplete submissions will not be judged)**

- Each organization/community may submit nominations in up to three different categories. One nomination may not be submitted to multiple categories.
- The nomination should include, if applicable, a listing of all partners involved.
- Nomination Form (attached)
- Use up to four (4) one-sided pages describing why your nomination should be honored.
- Supplemental materials such as brochures, newspaper articles, photos or samples may be submitted along with the nomination. Please enclose one (1) copy of all materials. Materials will not be returned unless otherwise requested.
- Nominations may be submitted using a Flash Drive or submitted as electronic files (PDF, JPG or Microsoft Word files only.)
- All materials must be submitted in full by the deadline.

**Winners will be announced at the Governor's Tourism Awards Gala on July 19.** If you have any questions regarding the format in which nominations should be submitted, please contact Kiva Couchon at 602-364-3724 or via email at [kcouchon@tourism.az.gov](mailto:kcouchon@tourism.az.gov).

### **General Evaluation Criteria**

The nominations submitted will be evaluated based on any or all of the following factors:

- Project purpose, objective and goals
- Exceptional efforts (e.g., above and beyond normal day-to-day responsibilities)
- Innovation and uniqueness
- Effective use of resources
- Measurable results based on stated objectives (results should be stated in measurable terms, e.g., percentage increase over previous year, actual numbers achieved versus projections stated in objectives)
- Contribution to the Arizona travel and tourism industry

### **Deadline for Nominations – 5:00 p.m. on Thursday, May 31.**

Send nominations to: Governor's Tourism Awards  
ATTENTION: Kiva Couchon  
Arizona Office of Tourism  
118 N. 7th Ave., Ste 400  
Phoenix, AZ 85007  
Via email to [kcouchon@tourism.az.gov](mailto:kcouchon@tourism.az.gov)



# 2018 Nomination Form

One (1) copy of this nomination form must be included for each entry submitted

**Award Category:** (check one)

\_\_\_ Outstanding Marketing Campaign  
    \_\_\_ Rural  
    \_\_\_ Urban

\_\_\_ Outstanding Tourism Partnership  
    \_\_\_ Rural  
    \_\_\_ Urban

\_\_\_ Outstanding Arizona Cultural and Historic Preservation

\_\_\_ Tourism Spirit of Service (Individual, Group, Event or Attraction)

\_\_\_ Tourism Hall of Fame

Person/Program Nominated:

\_\_\_\_\_

Community/Organization \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

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Nomination Prepared by: \_\_\_\_\_

Community/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_