



2021 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 August 3. If you have any questions regarding the format in which nominations should be submitted, please contact Kiva Couchon at 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 Friday, June 7.

Send nominations to: Governor's Tourism Awards
ATTENTION: Kiva Couchon
Arizona Office of Tourism
100 N. 7th Ave., Ste 400
Phoenix, AZ 85007

OR

Via email to kcouchon@tourism.az.gov



2021 Nomination Form

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

Award Category: (check one)

____ Best Marketing Campaign

____ Best Tourism Partnership

____ Best Arizona Cultural and Historic Preservation

____ Spirit of Service (Individual, Group, Event or Attraction)

____ Spirit of Service – Crisis Response (Individual, Group, Event or Attraction)

____ Tourism Hall of Fame

Person/Program Nominated:

Community/Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Nomination Prepared by: _____

Community/Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____