

CALL FOR
ENTRIES

2009/10 Marketing & Guest Service Awards

NSAA is pleased to present the call for entries for this year's industry awards. Now in their eleventh year, the NSAA Marketing Awards are designed to benefit the entire industry by raising overall marketing standards and promoting sustained growth of the industry. The awards recognize the best in ski area marketing campaigns.

This year marks the sixth annual NSAA Guest Service Awards. Customer service plays a crucial role in the ski industry. The NSAA Guest Service Awards recognize resort programs that have had a positive impact on their guests' level of satisfaction.

All NSAA member resorts in North America are eligible to submit their best programs from the 2009/10 season, along with this application.

Applications are due to NSAA no later than Monday, March 1, 2010. Plan now to submit your resort's most effective and innovative program.

The best and brightest resort programs will be showcased at the NSAA National Convention and Tradeshow. An awards reception will be held to announce this year's winning programs. Award winners and their programs will also be featured in the NSAA Journal.

A CALL FOR ENTRIES

Marketing and Guest Service professionals from outside and within the industry will judge the entries. Winners will be selected in the following categories:

- **Best Overall Marketing Program**
- **Best Overall Guest Service Program**

To encourage participation from all member resorts, an award will be given for each category based on resort size. All areas are encouraged to participate. Large or small areas can make a significant contribution by submitting an application.

RESORT SIZE CLASSIFICATIONS ARE AS FOLLOWS:

- **500,000 + skier visits**
- **250,000 – 500,000 skier visits**
- **100,000 – 250,000 skier visits**
- **Up to 100,000 skier visits**

The NSAA Marketing and Guest Service Awards are results driven and recognize ski area programs that can be quantified. Applications should be clear and concise highlighting the measurable success of your program based on your resort's objectives for the program and your standard of measurement. Judges will analyze the creative materials associated with your program based on their overall impact, creativity and effectiveness.

NAME OF AREA

ADDRESS

CITY / STATE / ZIP

PHONE

NAME OF PERSON APPLYING

DIRECT PHONE NUMBER AND EXTENSION

EMAIL

Select the award category for which you are applying

- Best Overall Marketing Program
 Best Overall Guest Service Program

Select your resort size classification

- 500,000 + skier visits
 250,000 – 500,000 skier visits
 100,000 – 250,000 skier visits
 up to 100,000 skier visits

Your entry should include:

1. A completed copy of the application.
2. A written summary of your program with a brief explanation as to how it relates to the category. (Please limit your explanation to 600 words).
3. A written description of your program's purpose, scope and measurable results. (Please limit your explanation to three pages).
4. Any creative material that relates to your program. Enclose copies of any brochures, print advertisements, TV or radio spots, CD-Roms, etc.
5. Please indicate Marketing Award Entry or Guest Service Entry on outside of box. Do not ship marketing awards entries and guest service awards entries in the same box.

Important: Here is how to submit your entry.

You will need to prepare four identical copies of your entry. (One for each of the judges and one for NSAA). Each of the four copies of your entry should be individually bound (or boxed) and include all of the components listed above. Please do not include food with your entries.

Please mail or FedEx entries to:

National Ski Areas Association
133 S. Van Gordon Street, Suite 300
Lakewood, CO 80228
Attention: Marketing or
Guest Service Awards
Phone: 303-987-1111