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## **2017 TOURISM INDUSTRY PARTNERSHIP AWARD**

This award recognizes a tourism business or organization that has entered into an innovative, new partnership agreement that has contributed to the success of the business and has positively impacted the tourism industry in New Brunswick.

### **NOMINATION**

Companies or organizations may be nominated by an industry partner or may self-nominate.

### **ENTRY REQUIREMENTS**

1. The business is eligible if it has been established and operating for at least 12 months prior to March 31st, 2017.
2. Achievements or activities being entered must have been completed and fully implemented within the past 12 months.
3. Entrants must be based or operate in New Brunswick. National companies can submit if their corporate headquarters are located in New Brunswick.
4. If at any time following submission of an entry, the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, it will be ineligible for an award.

**NOMINATIONS WILL BE ACCEPTED UNTIL APRIL 28, 2017 AT 4:30PM**

## **NOMINATION QUESTIONS**

PLEASE ANSWER EACH QUESTION. MAXIMUM LENGTH IS 250 WORDS PER QUESTION.

### **1. OVERVIEW OF THE ORGANIZATION AND THE INITIATIVE (10 points)**

- Provide a general overview of the business or organization. Include a brief history of its operation; summarize its vision, key objectives and key achievements. (5 points)
- Describe the partnership initiative. Be sure to identify what is unique, distinctive, and exciting about the initiative – what sets it apart? Include the budget for the initiative. (5 points)

### **2. RESEARCH/PLANNING (30 points)**

- How was the need and opportunity for this partnership identified? What research and analysis was done, and how was the information used? (15 points)
- What were the goals and objectives in entering into the partnership? (15 points)

### **3. EXECUTION (30 points)**

- How was the commitment of the partners secured for the project? (10)
- What was the role and contribution of each partner (for example: financial, expertise, volunteerism) that made them a value part of the initiative? (15)
- Give 2 or 3 examples of challenges or obstacles encountered in the execution of the partnership and explain how the partners responded to each. (5 points)

### **4. RESULTS (30 points):**

- Explain how the partnership met or exceeded the objectives? Include specific measurable results. Be sure to tie the results to the objectives. (15 points)
- How did each of the partners benefit individually/ collectively? Include specific measurable results if possible. (10 points)
- How will this partnership agreement be enhanced or improved? (5 points)

# TOURISM INDUSTRY PARTNERSHIP AWARD NOMINATION FORM

## INFORMATION ABOUT THE NOMINEE

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Organization: \_\_\_\_\_

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

\_\_\_\_\_

## INFORMATION ABOUT THE NOMINATOR

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Organization: \_\_\_\_\_

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

\_\_\_\_\_

PLEASE ATTACH OTHER REQUESTED INFORMATION AND MATERIAL.

SUBMISSIONS MAY BE SENT BY **MAIL, FAX OR EMAIL** TO:

**TIANB AWARDS SELECTION COMMITTEE**

**500 BEAVERBROOK COURT, SUITE 300**

**FREDERICTON, NB E3B 5X4**

**EMAIL: [shelley@tianb.com](mailto:shelley@tianb.com)**

**FAX: (506) 459-3634**

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