

SASI-ONE 2017-18 Awards

SASI= Shop America Salutes Innovation!

OFFICIAL ENTRY FORM

ENTRY DEADLINE: Must be received no later than **July 16, 2018**

ONLY DIGITAL ENTRIES ACCEPTED

FREE & EASY SASI-ONE AWARDS—no fee to enter!

Special thanks to the SASI-ONE Awards Sponsor—CenterCal Properties

and the SASI-ONE judges.

SASI-ONE WINNERS and FINALISTS will be honored at the ONE Travel Conference for Shopping, Dining and Cultural Tourism, August 20-22, 2018, at the Embassy Suites, Napa California. Registration and Program details at ONEtravelconference.com

SASI-ONE Award Entry Criteria:

1. Promotes Shopping, Dining and/or Cultural & Heritage experiences as tourism activities.
2. Demonstrates creativity and innovation appealing to target audience.
3. Delivers return on investment in terms of sales impact or increased awareness.
4. Demonstrates effective use of resources and partnerships where applicable.

ENTRY CATEGORY (select one)

A. Retail or Restaurant- Single store, restaurant or chain marketing program for tourism market

B. Single Shopping Center Location- Individual shopping center of any size, marketing program for tourism market

C. Multi-Center Shopping Center Chain- Group of shopping centers of any size executing a multi-center marketing program for the tourism market

D. Destination Management Organization- CVB, regional tourism authority or state tourism office producing a Shopping, dining and/or Cultural or Heritage tourism program

E. Cultural or Heritage Organization tourism marketing program

F. Travel Partners- Tour operators, airline, travel agency, hotel, rental car agency, credit card or other company in the travel industry producing a Shopping, Dining and/or Cultural or Heritage tourism marketing program

ENTRIES CAN INCLUDE ONE OR MORE OF THE FOLLOWING TYPES OF MARKETING

•Online/Digital—web site, mobile or online travel promotion that features Shopping, Dining and/or Cultural or Heritage tourism

•Print Media- Publication that directly promotes Shopping, Dining and/or Cultural or Heritage experiences as tourism activities

•Broadcast or other media-- Non-print media that directly promotes Shopping, Dining and/or Cultural or Heritage experiences as tourism activities

•Social Media that promotes Shopping, Dining and/or Cultural or Heritage experiences as tourism activities

•Special Events that promote Shopping, Dining and/or Cultural or Heritage experiences as tourism activities

•PR and media promotions

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Entry Title _____

Category _____

Date of Project Implementation: From _____ To _____

(Project must have been implemented, in full or partially, between January 1, 2017 and June 30, 2018)

Submitter's Name _____

Submitter's Title _____

Submitting Company or Organization Name _____

Street Address _____

City _____ State _____Country _____

ZIP or post code _____ Phone _____

Email _____

ENTRANT CERTIFICATION

I hereby certify that the contents of this entry are accurate to the full extent of my knowledge. By submitting this entry in the 2017-18 SASI-ONE Awards, I verify that said information is honest and reflective of the high ethical standards sought by the SASI-ONE Award Program, its planners and participants. I agree to abide by the decisions of the judges and SASI-ONE Awards Selection Committee and the notices in this Call for Entries.

OWNER/OPERATOR/MANAGEMENT COMPANY/GOVERNING BODY AUTHORIZATION
The owner, operator, management company and/or governing body of the submitting company or organization entering the SASI-ONE Awards has authorized the submission of this entry and agrees to abide by all the rules of the SASI-ONE Awards program. Additionally, the duly authorized undersigned grants Shop America Alliance LLC the right to publish or disseminate any information contained in the entry in any form for the purpose of publicizing the SASI-ONE Awards competition and its honorees.

Entrant's Signature _____

Date _____

Please ID label each ad/PR/collateral element, video, DVD or audio cassette, entry page(s), continuing copy, photos, etc.

Please submit the following with your entry.

1) OVERVIEW. Please state the background information regarding the situation (challenges/opportunities) that prompted you to implement your program.

2) OBJECTIVES. Please state your specific goals.

3) PLAN POINTS AND IMPLEMENTATION. Please describe the strategies and tactics you used to support your objectives.

4) CREATIVE. Please describe your creative solution.

5) TRACKABLE RESULTS. Please state tracking method and results for each of the following:

   NUMBER OF TOURISTS RESPONDING_____

   TRACKING METHOD USED _____

   TOURISM BUSINESS INCREASE _____% OVER _____

   TOTAL $$ SPENT BY TOURISTS DURING DURATION OF PROJECT $_____

   TRACKING METHOD USED _____

   Please list the free publicity with dates (online, social media, radio, TV news, print editorials, public service announcements, etc.) the program generated and the approximate dollar value of each PR item if purchased. Please include labeled copies of each in your entry envelope.

   Please list partnership(s)/what partner(s) did/ $$ value of partner's contribution(s). Total the dollar value of the estimate tourist spent plus dollar value of free PR plus the dollar value of partnership contributions.
   $_____

   AWARENESS. If your project encompassed a pre or post awareness survey, please summarize those results.

6) MARKETING BUDGET. Please provide budget if possible.

7) RECOGNITION. List all names/titles/companies/contributors you wish to receive credit. Example; Agency, Design Firms, Copywriters, etc.

8) AWARD DESCRIPTION. If my entry is selected as a Finalist or Winner, the Award should be read:

NAME _____

PROJECT _____

COMPANY _____

Note: Duplicate SASI-ONE Awards with different names and companies will be available at a nominal cost.

9) PR SUMMARY. Your SASI-ONE Entry may be summarized in PR releases. Please summarize your project in 50 words or less.

Email completed entries to:

SASI-ONE AWARDS
ATTENTION: Rosemary McCormick
Shop America Alliance LLC
Phone: 707-224-3795
E-Mail: ShopAmericaTours@aol.com

All entries must be received no later than July 16, 2018.
All entries will be acknowledged. Winners and Finalists will be notified. Thank you!