

SABEX MARKETING

BACKGROUND INFORMATION

Application – Provide 3 complete copies including inserts.

Please submit completed application forms to **104-202 4th Ave N, Saskatoon, SK S7K 0K1**

Name of Company: _____

Address: _____

City: _____ Postal Code: _____

Telephone: _____ Facsimile: _____

Name of President: _____ Location of

Number of Employees: _____ Head Office: _____

In operation for _____ years in Saskatoon

Person to contact re this submission: _____

E-mail address of contact: _____

DETAILS OF ACTIVITIES

3 Main Products or Services Offered

Estimated % of Total Sales/Revenue

_____	_____ %
_____	_____ %
_____	_____ %

ESTIMATED GEOGRAPHICAL DISTRIBUTION OF SALES

Saskatchewan _____ % U.S.A. _____ %

Other provinces _____ % Other countries _____ %

VERIFICATION OF INFORMATION

Financial success is an important criterion in recognizing business excellence.

Finalists in various categories may be contacted by our independent advisors, Hergott Duval Stack & Partners, to provide certain financial data that would assist the jury in determining the financial stability of their business. All information is treated in a strictly confidential manner.

PLEASE ENCLOSE ANY RELEVANT DOCUMENTS (BROCHURES, FOLDERS, ANNUAL REPORTS, ETC) THAT THE COMPANY HAS PUBLISHED DESCRIBING ITS ACTIVITIES IN TRIPLICATE.

Please indicate if you require applications to be returned to you via courier following the event:

____ Yes, I will pick up my application** or Please return my applications by _____ (courier) at my cost.

Courier account # _____

____ No, please destroy my applications

*If the above portion is unmarked, applications will be destroyed on July 15th 2012.

**If applications are not picked up by July 15th 2012, they will be destroyed

Authorized signature _____ / _____

Submitted by _____ Date _____

(All third party nominations must be approved by an authorized representative of the sponsored company)

All applications must be submitted in full triplicate.

Submission Deadline: 5:00 pm – Wednesday, March 14th 2012

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1. What are the company's marketing objectives and are they part of your overall company objectives?
2. What is the company's current marketing strategy (e.g. objectives, target market, products, price, promotion and distribution decisions)? How have you accounted for risk? What is unique about your marketing strategy?
3. How successful has the firm been in achieving the objectives? What measurements do you use to assess your success? Was the strategy developed and/or implemented with the assistance of an outside agency? If yes, what type and depth of direction did the company provide?
4. How have your sales been impacted by your marketing strategy? What percentage of your firm's resources are devoted to marketing? Do you have sufficient resources to implement your marketing strategy?
5. Please provide additional information to support your application such as other awards or articles demonstrating achievements in marketing etc.
6. Please describe the plan for long term sustainability of marketing. What evidence can you provide re expansion of your marketing efforts?

(PLEASE USE A SEPARATE SHEET OF PAPER TO ANSWER IF NECESSARY)

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Vignette Copy

(One copy per award application)

Please provide a single copy, 500 word summation describing the business, professional goals, and history in the community. This will be used for the vignette by CTV in the event that the applicant is designated as a finalist for this Award.

Name of Company:

Contact: Position/Title:

Phone Number: E-mail:

In an effort to retain the very high quality of this program, CTV as our top sponsor, has donated the writing time and filming crews to produce the vignettes used at our Gala. These vignettes are 'commercial' like descriptions of your business complete with on-site film footage of your company. In order to provide the CTV film and production crews with all the necessary information we ask that you submit a description (completely separate from your application) about your business, what you do, and how you do it. This is your opportunity to tell our community all about your products and services - as they relate to the category(s) you have applied in.

Once the finalists are announced at the Finalist Reception, a filming date will be booked by CTV with your company. All the finalists in each category have the opportunity to work with CTV. They will then combine the written copy you have provided with the film footage taken at your business - this *vignette* will be used at the Gala Awards Banquet to describe each of the finalists in all of the categories.

Description of Business:

You may want to try to include answers to the following questions in your summation to help you get started in the writing process. These are aids only; feel free to describe your business with as much or as little detail as you are comfortable:

- How long has the company been established?
- What markets does your company cater to?
- How did you determine your market and how are you reaching them with your marketing plan?
- What is your marketing goal and how will you know if you have achieved it?
- Why is your marketing strategy unique in the Saskatoon market or other markets?

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Awarded to the Saskatoon based business demonstrating exceptional performance in marketing. The judges will evaluate the success of a marketing program giving consideration to the nature of the product and the relative size of the business.

NAME OF COMPANY: _____

Before you submit your application(s), please check the following:

- Have you answered all of the questions in each of the applications you are applying for to the best of your abilities and compared your answers to the judging criteria information?
- Do you have **3 complete copies** of each award category you are applying in? Including all back up materials?
- Is each application package a complete and separate package to be easily distributed to 3 different judges?
- Have you completed your vignette copy for each award category you are applying in? Have you included it in the appropriate packages?
- Are you aware of the important dates surrounding Celebrate Success! Awards and the announcements?
 - Applications are due no later than **Wednesday, March 14th 2012**
 - Finalists in each category will be announced at a reception for the applicants, sponsors and the media on **April 17th** - more details will follow.
 - Recipients will be announced at the Celebrate Success! Gala on **May 23rd** – more details to follow.

If you have any questions please contact your assigned mentor or Breanne Lishchynsky at Saskatoon Chamber of Commerce at (306) 664-0700 or celebrate@saskatoonchamber.com