

**GLASTAR AND PRISM AWARD APPLICATION FORM**

Category – C13

**Best Overall Marketing Campaign**

**PLEASE NOTE – UNIT COUNT MUST BE FILLED OUT BELOW. THERE MAY BE TWO WINNERS IN THIS CATEGORY,**

**ONE FOR SMALL COMMUNITY AND ONE FOR LARGE COMMUNITY.**

**A marketing campaign that excelled on creativity, visual appeal, and produced the result intended.**

**PLEASE COMPLETE ALL FIELDS ON THIS FORM**

This form is being submitted for:

[ ]  Prism and GLAStar Awards (Prism is only open to DMAA members) – $75 per entry

[ ]  GLAStar Awards Only (Open to all members) - $40 per entry

Please complete for the person making this nomination

**Name**       **Title**

**Email**

Please complete below for the community being nominated

**Name of community nominated**

**Address of community**       **City**

**Management company**       **Phone**

**Unit Count**

**Nomination and submission Instructions**

**The GLAStar entry deadline is 8:00 p.m. on August 2, 2024. The Prism entry deadline (DMAA members only) is also 8:00 p.m. on August 2, 2024.** Ensure that all entry information is based on information from August 5, 2023, to the deadline date. All information on the entry may be verified. All Prism entries will automatically be entered in GLAStar.

**Step 1: Register and pay for your entry. The easiest way to register and pay for your entry is online.**

**For GLAStar Only Entry ($40), go to** [**https://tinyurl.com/GLAStarEntry202**](https://tinyurl.com/GLAStarEntry2022)**4**

**For PRISM/GLAStar Entry ($75 - only open to DMAA members), go to**
**https://tinyurl.com/PrismEntry2024**

If you don’t have access to a credit card to make payment, you can request to be invoiced when registering for your entries. However, payment must be made prior to the entry deadline.

**Step 2: Gather the information.** You’ll need to answer the questions on the application form. Many of them require references. If you don’t have time to complete the entry form right away, consider asking for the references now so they’ll be ready when you are. You can also assign someone to take pictures or answer some of the questions.

**Step 3: Prepare the Entry. You have a choice of how to submit your entry.**

1. EITHER…Complete the top of this Application form and answer each of the nomination questions on this fillable document in 200 words or less (This is the same as the previous years.) Please note that your application form with attachments can NOT exceed the application form plus five (5) additional 8 ½ x 11 pages (Ten (10) additional pages for the STAR categories). If you complete the application form this way, you can include a YouTube video link. The video for the paper entry cannot exceed two minutes.
2. **OR**…Complete the top of this Application form and submit a video (five minutes or less) answering the application questions. Yes, starting in 2019 the entire entry can be submitted using a video. However, the applicant/nominee information must be completed on this form. If references are required, you can submit your references either by video or paper.

**Step 4: Complete the checklist.** Ensure that your entry is complete by completing the checklist at the end of the entry for either paper or video depending on how you’re submitting.

**Step 5: Submit your Entry.** Submit your paper or video entry along with any attachments to tracy@pmamhq.com along with a jpeg photo to be used in the slide show at the awards gala. In the subject line of the email include whether you’re entering GLAStar only or Prism/GLAStar (only DMAA members can enter as Prism/GLAStar) along with the Category Code, Category Name, and Nominee Name. (Example: Prism- IND1  Assistant Manager of the Year  First Name Last Name). **Please note that each email is limited in total size to 24MB. If any of your emails are over the size limit, they may not be received by the committee and will not be judged.**

**Questions: Please email tracy@pmamhq.com or call PMAM offices 517-721-1293**

**Best Overall Marketing Campaign**

**Entry Questionnaire**

1. Explain the marketing theme, purpose, and campaign.

1. Describe the creativity and design of the marketing campaign.

1. Describe your marketing efforts or staff involvement.

1. What was the result or benefit of the marketing campaign?

**Completion Checklist For Paper Submitters Only**

**All of the following are to be included in ONE pdf (if you have no way to create a pdf, you can send the information as separate documents and we will create the pdf here) and e-mailed to** **tracy@pmamhq.com**

 **(Double click box to place a check mark)**

 [ ]  This completed form

**Plus five additional pages to include:**

 [ ]  Minimum of 2 sample marketing collateral

 [ ]  Additional supporting documents as deemed appropriate (see instructions and limitations above)

**Separate Attachment**

**[ ]**  Photograph (jpeg) or logo of the Nominee - (will be used in the Award slides)

 [ ]  **I certify the information for this entry to be true and correct**

**Completion Checklist For Video Submitters Only**

**All of the following are to be included in the video or as an attachment and e-mailed to** **tracy@pmamhq.com**

**(Double click box to place a check mark)**

 [ ]  This form with the top section completed (you can only submit page one if it’s easier)

**Plus, a video that includes the answers to the questions on this form and shows images of the items below. These can also be submitted as attachments.**

 [ ]  Minimum of 2 sample marketing collateral

 [ ]  Additional supporting documents as deemed appropriate (see instructions and limitations above)

**Separate Attachment**

**[ ]**  Photograph (jpeg) or logo of the Nominee - (will be used in the Award slides)

 [ ]  **I certify the information for this entry to be true and correct**

