Criteria for Agency / Property of the Year

The SMCC has developed criteria consistent with sponsorship marketing best practices.

Please develop your case submission based on the following template, using the headings as provided.

SMCC's Best of the Year awards seek to identify Best in Class Industry leadership from a Property and an Agency. This is not intended to award a specific program or sponsorship but rather an overall approach that has been taken over the last year to bring leadership to the industry.

The Sponsorship Marketing Awards judging criteria is provided below. This identifies the importance of each section to each entry's overall score. ***Please note the maximum length for case submissions is THREE 8.5 x 11 pages.***

A – Overview

- Identify your submission as either Property or Agency
- Provide a brief overview of your organization
- What makes your organization unique (For sponsor: in the context of the partnership)?
- Provide insights into key developments in 2021 that your organization is particularly proud of.
- Outline any advancements for your organization that expand potential long-term impact:
    - For Properties: New sponsors, new assets
    - For Agencies: New clients, new programs

- List for portfolio:
    - For Properties: Sponsor List
    - For Agencies: Client List

- Explain the impact of your organization to the development of the industry at large (including conference participation, education, involvement in award shows and charitable works, etc.)

B – Case Studies

- Provide a brief overview of two programs or projects (maximum of three) your organization has led in from January 1, 2021 – December 31, 2021 that best demonstrate your excellence in the field of sponsorship.

C - Other

- Provide any additional rationale for why your organization should be considered for this award.