

MAKE YOUR **BEST** MOVE

Branding, **E**xpertise, **S**ales, **T**alent

BRAND AWARDS ENTRY FORM

ANNOUNCING the Brand Finale Awards Program as part of our year-long BRAND EXPERIENCE. We invite you to enter the contest and begin your Brand Journey.

TIMELINE: Round 1 Entries will be accepted from August 11, 2007 through December 1, 2007 (received not postmarked). The earlier you enter, the better your opportunity to be one of our Brand Showcase presenters.

THE CONTEST: All contestants will submit their materials twice. The Round 1 submission which must be received before December 1, 2007 will consist of your branding materials as they currently exist. (See Submission Requirements) Your second or Round 2 submission which must be received by April 1, 2008 will consist of the improvements and progress you have made throughout the year.

Your Before and After Brand materials will be judged by 2 members of our Branding Board of Advisors. (The same two for each submission) You will receive copies of their judging sheets and feedback.

Awards will be presented at the June Brand Finale, June 14, 2008.

Two awards will be given in each of the following categories – 1 to a professional member and one to an apprentice member:

- 1) **Most Improved Brand**
- 2) **Best Use of Brand in overall marketing**
- 3) **Best Use of Brand in Product Development**

**One award will be given as the grand prize with all contestants eligible:
THE BEST BRAND/ BEST OF SHOW AWARD**

Each month we will select 2 professional members and 1 apprentice member to be our Brand Showcase presenters at the next meeting. (Example: Those selected in August will showcase in October and take part in a Brandstorming session with Dick Bruso) Selections will be made from contest entrants to date.

IN ADDITION, winners will receive special awards and UNBELIEVABLE PRIZES that will be announced as we grow closer to the Brand Finale.

ELIGIBILITY

All professional and apprentice members of NSA/GLAC are eligible to enter.

All applicants must pay a \$35.00 processing fee.

All applicants must fill out ALL QUESTIONS on the application cover sheet.

BRAND FINALE AWARDS PROGRAM APPLICATION COVER SHEET

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Speaking Topic _____

Current Brand _____

Tag Line _____

Target Market _____

Please list up to 3 key objectives you have regarding the development of your brand.

1)

2)

3)

SUBMISSION REQUIREMENTS

- 1) Every applicant must demonstrate that they have an “identity package” which typically includes a business card and stationery with a brand name, logo and tag line represented that are also used throughout other marketing materials.
- 2) Every applicant must submit either a one-sheet or a website. If you have both, you may submit both.
- 3) Every applicant must submit 2 of the 3 items listed below
 - a. Demo Video/DVD hard copy or streaming on your website.
 - b. One product (such as but not limited to a book, E-zine, CD, DVD, etc.) and a list of other products you have developed if you desire.
 - c. OPTIONAL ITEM: Contestants may submit one item that is not on our list but that you feel is particularly creative or innovative. (Such as a Promotional item, BLOG, hand-out, podcast, teleseminar, etc.)

IMPORTANT: Please send three complete sets of all of the above items in three separate envelopes. Two envelopes must include enough postage to be mailed local first class to the two judges who will review your materials. The third set will be kept on file at the office in case of a judging dispute and for promotional use. (The three sets can be mailed in one package to GLAC).

SUBMISSION AND PAYMENT DETAILS:

Please enclose a check or money order (no cash please) for the \$35.00 processing fee made out to NSA/GLAC. If you would like to pay by credit card fill below:

Name on card: _____

Phone: _____

Card Billing Address including zip code

Email address _____

Card number _____

Exp. date _____

V-Code: _____

For Mastercard/Visa the V-Code is the last three numbers on the signature line on the back of the card. For AMEX the V-code is the four numbers above the card number on the front of the card.

Signature _____ date: _____

Mail or ship ONE PACKAGE including all application materials including this page AND TWO COPIES OF ALL MATERIALS in separate mailing envelopes for distribution to the judges to:

NSA/GLAC
207 W. Los Angeles Avenue, Suite 218
Moorpark, CA 93021

GENERAL INFORMATION

Following are the key elements the Branding Board of Advisors will consider as they review applications:

Does the submission meet all of the eligibility requirements?

Is it clear from the application and Brand materials submitted that the applicant knows how to use, grow and market his/her brand?

The improvement in the brand materials between Round 1 and Round 2 submissions.

On a scale of 1 to 10 the brand will be rated for:

Uniqueness

Memorability

Repeatability

How compelling the brand is

All applicants will be reminded of the Round 2 Submission Deadline of April 1, 2008. Judging will be completed by May 10th, 2008 and winners will be notified prior to the June Brand Finale Gala Luncheon.