

**2016 Tourism Works Award for Outstanding Efforts
in the Utah Tourism Industry**

Outstanding Utah Tourism Advertising Award Nomination Form

Name of Entry: _____

E-mail Address: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____

Nominated by: _____

Organization: _____

E-mail Address: _____

Phone Number: _____

On a separate page, please address the following:

1. Please describe the innovative promotion or campaign in detail with examples.
2. Please give a list of measurable contributions to the Utah Tourism Industry for the local, state, and/or regional economy.
3. Please provide examples of creative elements used in the promotion or campaign in one or more of the forms of traditional media, social media, public relations, special promotions, events, and direct marketing.

Optional:

Please feel free to send along any photos, video, or other assets that can demonstrate the success of the marketing program.