

# DUNDER MIFFLIN,<sup>INC</sup> P A P E R C O M P A N Y

NOTICE: HIGH PRIORITY MEMO ABOUT PMA'S 2021 MARKIE AWARDS

September 10, 2021

To Whom It May Concern:

There is a MANDATORY award event on Tuesday, November 16th of 2021 at 4:00 pm sharp to announce the winners of the Professional Marketing Association of Bowling Green's Annual Markie Awards.

FACT: Go online at [pmabg.org/markie-awards](http://pmabg.org/markie-awards) to obtain the information to submit your nominations for judgment.

FACT: The event will be held at Mariah's 2nd-floor banquet hall.

FACT: Tickets are \$25 per person and include a drink ticket.

FACT: Food will be present. This is not a birthday. Don't expect cake.

FACT: Know your office trivia. You WILL be tested.

FACT: You can still nominate a Marketer of the Year despite not submitting your awards for judgment.

That is all.

Dwight Schrute  
Assistant Regional Manager



**Professional  
Marketing  
Association**

# MARKIE AWARDS

NOVEMBER 16, 2021 | 4-6PM

## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR - \$550

- Event name branded with sponsor name
- Sponsor name in conjunction with all Awards promotions including listing of event on PMA website, PMA Emails, PMA Social Media accounts, and media outlets
- Sponsor logo on event invitations and programs
- Social media mentions of sponsor on the PMA accounts for up to three months leading to the event.
- Blog post (up to 300 words) by sponsor featured on PMA website, and linked to in PMA email and on social media.
- Opportunity for sponsor to speak briefly or show a video during the awards. (Up to 5 minutes)
- Sponsor logo incorporated into table centerpieces and on food tables
- Opportunity to provide takeaway items to event attendees
- Two complimentary tickets to the awards

### PRESENTING SPONSOR - \$450

- Sponsor name in conjunction with all Awards promotions including listing of event on PMA website, PMA Social Media accounts, and media outlets
- Sponsor logo on Awards invitations and programs
- Social media mentions of sponsor on the PMA accounts for up to three months leading to the event.
- Blog post (up to 300 words) by sponsor featured on PMA website, and linked to in PMA email and on social media.
- Opportunity to speak briefly during the awards. (up to 3 minutes)
- Small sponsor logo incorporated into table centerpieces, recognized at presenting level
- One complimentary ticket to the awards

### GOLD AWARDS SPONSOR - \$350

- Sponsor name in program with Gold Category listings.
- Sponsor name printed on up to 12 Gold awards.
- Sponsor name mentioned on website and social media in conjunction with Gold Award winner promotions.
- Sponsor name included in press release announcing winners, sent to local media.
- Sponsor logo incorporated into award video.

### SILVER AWARDS SPONSOR - \$250

- Sponsor name in program with Silver Category listings.
- Sponsor name printed on up to 12 Silver awards.
- Sponsor name mentioned on website and social media in conjunction with Silver Award winner promotions.
- Sponsor name included in press release announcing winners, sent to local media.
- Sponsor logo incorporated into award video.

### MARKETER OF THE YEAR SPONSOR - \$150

- Sponsor name in conjunction with all Awards promotions including the listing of event on PMA website, PMA Email, PMA Social Media accounts, and media outlets
- Sponsor name in the program with Marketer of the Year
- Sponsor name on Marketer of the Year plaque.
- Sponsor will be given 1 comp event ticket and the opportunity to give the award to the recipient and be in photo ops.
- Sponsor logo incorporated into award video.

### BEST OF SHOW SPONSOR- \$150

- Sponsor name listed in conjunction with the promotion of Best of Show Award including posts on PMA website, PMA Emails, PMA Social Media, and to media outlets.
- Sponsor name in the program with Marketer of the Year
- Sponsor name on Marketer of the Year plaque.
- Sponsor will be given 1 complimentary event ticket and the opportunity to give the award to the recipient and be in photo ops.
- Sponsor logo incorporated into award video.

### MOST INNOVATIVE SPONSOR - \$150

- Sponsor name listed in conjunction with the announcement of Most Innovative Award including posts on PMA website, PMA Emails, PMA Social Media, and to media outlets.
- Sponsor name in the program with Most Innovative Sponsor Award
- Sponsor name on Most Innovative award plaque.
- Sponsor will be given 1 comp event ticket and the opportunity to give the award to the recipient and be in photo ops.
- Sponsor logo incorporated into award video.

### NEW MEMBER OF THE YEAR SPONSOR - \$150

- Sponsor name listed in conjunction with promotion of 2021 New Member of the Year Award including posts on PMA website, PMA Emails, PMA Social Media, and to media outlets.
- Sponsor name in the program with 2021 New Member of the Year Award
- Sponsor name on 2021 New Member of the Year Award
- Sponsor will be given 1 comp event ticket and the opportunity to give the award to the recipient and be in photo ops.
- Sponsor logo incorporated into award video.



**Professional  
Marketing  
Association**

# MARKIE AWARDS

NOVEMBER 16, 2021 | 4-6PM

**SPONSORSHIP OPPORTUNITIES**

## SPONSORSHIP COMMITMENT FORM

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

### SPONSORSHIP LEVEL COMMITMENT:

- TITLE SPONSOR - \$550
- PRESENTING SPONSOR - \$450
- GOLD AWARDS SPONSOR - \$350
- SILVER AWARDS SPONSOR - \$250
- MARKETER OF THE YEAR SPONSOR - \$150
- BEST OF SHOW SPONSOR - \$150
- MOST INNOVATIVE SPONSOR - \$150
- NEW MEMBER OF THE YEAR SPONSOR - \$150

BILLING PREFERENCE:     Check     Card     Invoice Me

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



## 2021 Markies sponsored by



The Professional Marketing Association honors the best examples of marketing by members in the previous year with its annual Markie Awards. The awards provide an opportunity for each member, and their organization, to be recognized publicly for their accomplishments.

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**\*\*\*Categories, Description, Submission Guidelines, Entry Forms Attached.\*\*\***

In addition to the categories above, the Markies judges will be awarding two additional independent awards related to the creative marketing of all submissions and general marketing space. These awards will be “Best of Show” and “Most Innovative” awards, entrants need to be aware that their entries are automatically in the running for these two one-of-a-kind awards.

**Marketer Of The Year** - The 2021 Marketer of the Year nominations are being accepted Sept. 6th - Oct. 19th, 2021—all nominations for this category are FREE OF CHARGE and must be submitted via the Marketer of the Year nomination form at the end of this description. Please either hand deliver to Kim Phelps at the PMA meeting in person or submit electronically via email to [pma.bowlinggreen@gmail.com](mailto:pma.bowlinggreen@gmail.com) with the rest of the Markies entries. You may nominate yourself or send the form to someone!

**Eligibility** - The Markie Awards are open to any member of the Professional Marketing Association in good standing. Only marketing pieces developed for use and/or implemented between October 1, 2020 and September 1, 2021, are eligible. A piece may be older if results were not available last year. All submissions must be new and not entered into previous years’ competitions. Submissions must be actually executed marketing projects, not concepts.

**Cost** - There is no limit to the number of categories each paid PMA member can enter; however, you are only allowed two entries per category. A nonrefundable payment of \$20 per entry or \$100 for an unlimited number of entries is required, per paid PMA member. Checks need to be made payable to the “Professional Marketing Association”. Marketer of the Year submissions are of no cost.

**Submissions** - All submissions must be digital.

- Bring to September 21, 2021, PMA Meeting **OR**
- Upload files to Google Drive or Dropbox to [pma.bowlinggreen@gmail.com](mailto:pma.bowlinggreen@gmail.com) by October 5th, 2021 **OR**
- Deliver flash drive by 4:30 p.m., October 5th, 2021 to Kim Phelps, WRECC in Bowling Green.

**Deadline** - Entries must be received by 4:30 p.m., October 5, 2021.

**Notification of Winners** - Awards will be presented at the PMA Banquet/Markie Awards Presentation on Tuesday, November 16, 2021, at 4 p.m. Tickets to the event are the responsibility of the member or guest.

**Questions?** Please contact: [pma.bowlinggreen@gmail.com](mailto:pma.bowlinggreen@gmail.com)



2021 Markies sponsored by



**The following categories may be divided into low/high budget divisions at the Judges' discretion.  
Descriptions and further details for each category are included on the next page.**

- |  |   |   |
|--|---|---|
| 1. Marketing or PR Campaign                        | 5. Newsletter, Magazine,<br>Booklet or E-Newsletter | 9. Long Format Video: 31 or more                              |
| 2. Event or Fundraising<br>Campaign                | 6. Specialty or PromoItem(s)                        | 10. Social Media  |
| 3. Logos / Branding                                | 7. Out of Home, Digital or Print                    | 11. Anything Goes: Vehicle Wrap,<br>Radio Ad, Audio, Website, |
| 4. Rackcard, Brochure,<br>eBrochure or Direct Mail | 8. Commercial / Video :30 or les                    | Mobile App  |

#### **SUBMISSION GUIDELINES**

- **Accepted File Types:** .png, .jpg, .pdf, .mp3, .mp4, and .mov
- **File Names** – please ensure that your file name matches the Project Name, as listed on the Markie Entry Form. (i.e. 7\_Houchens.pdf; 10\_VidMonster.mov; 2\_MedCenter.jpg)
- **Digital Submission** – Google Drive Folder sharing is preferred or you may share via Dropbox. All digital submissions must be shared with [pma.bowlinggreen@gmail.com](mailto:pma.bowlinggreen@gmail.com)
- **Flashdrives** – Flashdrives are encouraged for entries if you cannot send via Dropbox or Google Drive. One flash drive with all entries placed in separate folders, named according to the Project Name, will be accepted. CDs are NOT ALLOWED.
- **Links** – Direct links to websites or apps are allowed. Long links must be converted to a smaller length using bit.ly. Judges will not type a link with more than 20 characters.
- **Deadline** - All submissions must be submitted by 4:30 p.m. on October 5, 2021

## **2021 Markie Awards Category Descriptions**

### **1. Marketing or PR Campaign**

A series of marketing messages that share a single idea and theme which make up an integrated marketing communication. This campaign must use multiple channels, examples include: print, digital, social media, or a mix of all or any forms of advertising. For PR, the campaign must show a mix of media and community/audience outreach, publicity and engagement received.

### **2. Event or Fundraising Campaign**

Include marketing and publicity for the event, your fundraising goal (if applicable) and results of the event.

### **3. Logos / Branding**

An icon, symbol, or trademark designed to represent a product, service, or organization.

### **4. Rack card, Brochure, e-Brochure, or Direct Mail**

Links will also be accepted for e-brochures. Single or multiple panel piece that advertises, presents, and/or describes the advantages, capabilities, worth, and/or reasons to buy a product or service or visit a location. Direct mail includes print materials sent through the mail to clients and potential clients. Includes postcards, announcements, invitations, personal letters, etc.

### **5. Newsletter, Magazine, Booklet, Email Newsletters**

Examples include Newspaper, Magazine, Newsletter, Informational Booklet or Trade Publication, etc.

### **6. Specialty or Promotional Item(s)**

Examples include apparel, gift items, trinkets, packaging, etc.

### **7. Out of Home, Digital Ad, or Print Ad**

An advertisement/promotion including billboards of any type (including mobile), vehicle wraps, posters, flyers, print ads. Digital ads include Google ads, pop-ups, banner ads, digital displays/kiosks, etc.

### **8. Commercial / Video – 30 seconds or less**

Commercial video messages conveyed to the prospective consumer in 30 seconds or less.

### **9. Long Format Video – 31 seconds or more**

Includes all video advertisements or marketing pieces that are longer than 31 seconds.

### **10. Social Media**

Most creative execution of brand advertising, marketing, and/or promotion on single or multiple social media platforms. Please provide a Screen Shot of Google Analytics.

### **11. Radio or Audio**

Any audio-only communication. Examples include: radio advertisements, in-store announcements, podcasts, and voice work.

## **OPTIONAL ADDITIONAL SUBMISSION**

**2021 Marketer of the Year**—see separate nomination form at the end of this list for details



**2021 Markies sponsored by**



# Entry Form

*Please use one form per category*

*Additional documents may be attached if needed*

*Please indicate if this entry is a single or part of an unlimited set*

**Entry Fee: \$20 per entry [ ]**

**\$100 for unlimited [ ]**

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Category Number Entered: \_\_\_\_\_ Category Title: \_\_\_\_\_

Project Title: \_\_\_\_\_

Website URL or App Store title, if applicable: \_\_\_\_\_

Budget for this specific entry: \_\_\_\_\_

What should be printed on the award, should this entry win? \_\_\_\_\_

The objective for this project:

Target Audience:

Results:



# 2021 Markies sponsored by



## 2021 Marketer of the Year Nomination Form Honoring & Awarding Excellence in Marketing

*You have been nominated for PMA's Marketer of the Year. Please share a little about yourself.*

Name \_\_\_\_\_ Years in PMA \_\_\_\_\_

Business/Organization \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

What organizations are you a member of and/or how are you involved?

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What are your marketing responsibilities and accomplishments?

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Have you received any other awards or recognition that relate to marketing?

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1. Please attach a current resume.
2. Describe how you use these four P's of marketing (Product, Price, Place, Promotion).
3. For the Marketer of the Year award, there is a 5<sup>th</sup> P...which is **PMA**. Describe your involvement in the Professional Marketing Association.

*The deadline for submission is Tuesday, October 5, 2021. Please email to [pma.bowlinggreen@gmail.com](mailto:pma.bowlinggreen@gmail.com)*

*The winner will be announced at the Markies Awards Ceremony on*

*November 16, 2021, at 4 p.m. at Mariah's 2nd Level Banquet Hall.*