

## Tips to Writing a Winning Case Submission



### What are the Sponsorship Marketing Awards?

The Sponsorship Marketing Awards (SMAs) recognize companies that have maximized their investments in sponsorship marketing by developing creative leveraging strategies that meet business objectives.

The SMAs are open to any company or organization that uses sponsorship marketing to further its goals in Canada. Entries are accepted in either English or French (accompanied by an English translation).

The deadline to submit a case to the 2020 SMAs is **Monday, February 10, 2020**. [Click here](#) to access the submission platform to get started on your 2020 case submission today.

### Award Categories

The award categories are inclusive of all types of sponsorship, including venues, events, personalities and media properties.

- Ambassador (*New for 2020*)
- Arts & Culture
- Best New Initiative
- Best New Innovation
- Cause
- Events/Festivals
- Music (*New for 2020*)
- Sports
- Sustained Success
- Property of the Year

- Agency of the Year
- Hall of Fame, Individual

[Click here](#) for more information on the 2020 SMAs categories.

## Criteria

There are three different criteria documents based on the case that you will be submitting, please follow the format indicated on the corresponding criteria document.

- [Standard Categories Criteria](#)
- [Of the Year Categories Criteria](#)
- [Hall of Fame Criteria](#)

## Past Winners

For examples of winning cases from previous SMAs, [click here](#).

## Tips from the Judging Committee

The SMAs Judging Committee is comprised of some of the most senior executives in the sponsorship marketing industry. Equipped with well-established sponsorship marketing careers and several years of success in the industry, the Judges evaluate submissions against stated objectives and whether the sponsorship marketing program successfully met or exceeded goals.

Please see below some tips from SMAs Judges for **submitting a winning case**:

- It's all about story telling!
- Create a compelling case that takes the judges on a clear business journey from your initiative's inception right through to its incredible results.
- Clearly identify your business objectives:
  - What challenge or business need was your organization trying to achieve through the use of sponsorship?
  - Once your business objectives were clearly identified, how did you choose and action the sponsorship your organization chose?
  - Sponsorship Marketing is Marketing when done well! So using partnerships and their assets to increase sales, drive purchase intent, enhance brand awareness and/or sentiment, etc. are some potential goals.
  - Any objective that states that "we want to be recognized as the top brand in terms of awareness for the team/show/property" is not using sponsorship to its fullest potential. It should do the above – help drive the broader overall business objectives and ideally not just awareness unless it's a new Brand.

- Wherever possible, use supplemental visuals to enhance your story. Videos are best, followed by photos.
- Be able to **clearly** articulate the ***Brand Activation to Rights Fee Ratio!***
- While it is great to show what assets you have bought the rights to, a better partnership scenario comes when an organization is able to convince the sponsorship property/team/league, to spend their own marketing dollars to enhance the program and drive home your joint marketing message. Were you able to get the rights seller to buy into spending their own money to co-promote the initiative?
- Where possible, showcase your integrated marketing plan across all mediums: Retail, Media (Traditional, Digital, Social, Out of Home, other), Public Relations, etc.
- Ensure that your case is clearly written (grammar, etc.)

### Deadline

**Monday, February 10, 2020 – NOON (ET)**

Due to extremely tight deadlines for SMA judges, we cannot grant deadline extensions, so please mark February 10<sup>th</sup> as an important date in your calendar!

**[SUBMIT NOW](#)**