



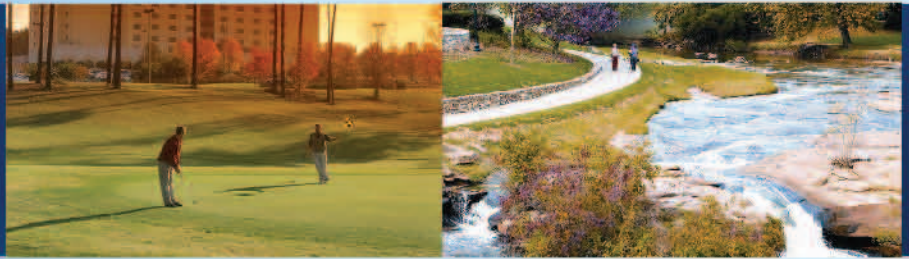
2012

Governor's Conference
on Tourism & Travel

Awards Brochure



Call for Entries



SOUTH CAROLINA GOVERNOR'S CUP SOUTH CAROLINA BUNDY AWARD

Call for entries:

Deadline for nominations: Tuesday, January 17, 2012

Recognizing Industry Leadership & Innovation

The South Carolina Governor's Cup and the Bundy Award competition is your opportunity to showcase how your business, attraction or campaign leads the way in promoting tourism in South Carolina. The winners of these awards set the benchmark for our industry and underscore the outstanding achievements in tourism marketing. Nominate your colleagues or self nominate; either way, we want to honor the best in tourism and showcase them at the annual Awards Luncheon. Your application will be considered in all appropriate categories.

Winners will receive:

- Recognition at Awards Luncheon at the SC Governor's Conference, February 22, 2012, honoring the winners;
- One (1) reserved table at the luncheon to include Five (5) guests complimentary;
- An award – yours to keep;
- Recognition in "Tourism Today" – SCPRT's e-newsletter;
- Recognition in press releases issued statewide and to media outlets in your regional area;
- Online Co-op advertising benefits package with a retail value up to \$1,500, customized based on the winner's marketing objective;
- One (1) complimentary registration at the 2013 Governor's Conference on Tourism & Travel;
- Coverage on DiscoverSouthCarolina.com media page for a specified period of time;
- Permission to use award's name in promotions for one full year.

NOMINATION DEADLINE: Tuesday, January 17, 2012

Awards Luncheon: Wednesday, February 22, 2012



General Entry Rules



Eligibility

The Governor's Conference Awards program is open to tourism attractions, festivals and events, resorts and other lodging destinations, restaurants and unique campaigns that can demonstrate significant tourism-related economic impact on the state and local community and contributions to an improved quality of life in South Carolina. The Cup is the state tourism industry's highest award. The Bundy Award honors outstanding local or regional programs in rural areas of South Carolina, particularly those that involve placing development projects in rural areas.

Compiling Your Entry

Please include a two- to three-page synopsis as outlined below. Where supporting material is required, please be brief and concise, keeping in mind that the size of the entry is not as important as the point it makes. Your entry should:

In 150 words or less, explain why you or the person, event or business you are nominating should win this award.

In 1,000 words or less, provide information under the following headings:

- **Overview** – Describe the organization being nominated. Outline the organization's program goals as they relate to the award criteria.
- **Impact/Results** – Clearly describe the direct and/or indirect tourism-related economic impact generated by the organization. Provide tangible, comparative results achieved by the organization, i.e., non-local visitor count increases; non-local inquiry increases; attributable room nights and/or room revenue, economic impact or related data. Supporting documentation should be attached.
- **Innovation** – Describe any innovative marketing techniques the organization used to create new or to expand existing tourism business.
- **Creativity** – Describe the organization's creativity in its marketing strategy, message delivery and originality. You may submit samples of relevant printed materials, publicity clips, photos, etc.
- **Community Service** – Demonstrate how the organization has used this tourism-related economic impact to improve the quality of life or economic well-being of a specific segment of the community, the community as a whole, or for the citizens of the state of South Carolina. Include any volunteer or charitable service or activity performed by the organization. You may submit samples of relevant materials (publicity clips, merchandise, photos, etc.)

Sending Your Entry

Please include:

- Completed entry form attached to the synopsis as outlined above and supporting materials (the more concise, the better)
- Five copies of this package

Send entries to
SCPRT/2012 SC Governor's Conference on Tourism & Travel
Attention: Beth Fallaw
1205 Pendleton Street, Suite 241
Columbia, SC 29201

Deadline

All entries must be postmarked by Tuesday, January 17, 2012. Entries postmarked after Tuesday, January 17, 2012 will not be considered. You may also hand deliver your entry by the deadline. Award winners will be notified in late January and will be honored during the SC Awards luncheon on Wednesday, February 22, 2012 at the Embassy Suites Greenville Golf Resort and Conference Center.



General Entry Rules



FAQ

Who is eligible to win an award?

All tourism-related attractions, restaurants, lodging businesses, as well as festivals and events that have contributed significantly to the economic impact and markedly improved the quality of life for South Carolinians.

When and where will the luncheon be held?

The winner will receive the award during the Awards Luncheon on Wednesday, February 22, 2012 at Embassy Suites Greenville Golf Resort and Conference Center.

Can I enter myself or my organization in the awards?

Yes. Be your best PR person. Enter your event or your organization in the competition. Destination marketing organizations and their employees are welcome to submit nominations about special projects or initiatives.

Can I enter more than one person or event?

Yes, multiple entries are accepted.

Can I enter if I have submitted an entry before or won the award previously?

Yes, economic impact and marketing of your region change constantly.

How do I win an award?

Be sure to provide us with concrete examples of achievements in 2011. Keep in mind that our industry is filled with “good” tourism partners – we’re looking for “great” ones.

When will I be notified about the status of my entry?

You will be directly contacted by SCPRT’s Director or his designee regarding your entry only if you are a winner. Winners will be notified in late January.

Do you return my entry packet?

The Governor’s Conference will not return any entries or supporting materials.

Additional questions?

Contact Beth Fallaw at 803-734-0450 or bfallaw@scprt.com.

Please visit our website at www.SCGovCon.com



2012 Governor's Conference Awards Entry Form



2012 South Carolina Governor's Conference on Tourism & Travel Awards

Complete and attach this form to all entries. Photocopies of this form may be used for additional entries.

Entry Deadline: Tuesday, January 17, 2012

Title of Entry (as it would appear on an award): _____

Nominator's Information:

Name & Title: _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Nominee's Information:

Name & Title: _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Website _____

Project Summary:

Provide five (5) copies of your entry. The entry should include the entry form (1 page), the brief synopsis (overview, 150 words or less, and in 1,000 words or less, the criteria), and any supporting materials. See Compiling Your Entry for project summary descriptions.

Call Beth Fallaw at 803-734-0450 for more information or e-mail her at bfallaw@scprt.com.

Return this form to:

SCPRT/2012 SC Governor's Conference on Tourism & Travel

Attention: Beth Fallaw

1205 Pendleton Street, Suite 241

Columbia, SC 29201

Please visit our website at www.SCGovCon.com