

Step-By-Step Entry Guidelines: Promotional, Collaboration & Partnership, Planning & Building Initiatives, and Influencer of the Year

1. Review mock online applications to ensure you have all the information you need.
2. Visit www.edcomarketingawards.ca.
3. Click "Submit Entry" in the top navigation - select the category that best represents your submission.
 - a. In each category, you will see the option to also select your population. This should represent the entire population of the area that will benefit from the submission (a city, region, county, etc).
4. Click on the "Continue" button on the bottom of your screen.

5. Enter information:

- a. Enter the name of your Company/Organization/Municipality as you would like it to appear on your award. If you have multiple partners, please list them. They will appear on the award as entered.
- b. Is your Organization/Municipality an EDCO member? If you or one of your partners is an EDCO member in good standing, choose "Yes". If not, choose "No".
- c. Marketing Budget for Submission - this **must** include the cost associated with research, design, print, writing, etc. to have the specific sample produced. If it was produced in-house, please estimate how much staff time was used in full-time equivalencies.
- d. Enter the population of the region your submission represents.
- e. Enter any partners of the submission, if applicable.
- f. Fill in all contact information. This person will be contacted to gather any needed additional information and will be informed if your submission has been chosen for an EDCO award!

7. Attach Files:

- a. Select the "Choose Files" button. This will open your computer's file browser.
- b. Choose the file associated with your submission. PDF files or JPGs are preferred. The maximum file size is 20MB. You can select multiple files at one time by holding the shift key (command key on Apple devices) and clicking on the individual files.
- c. Click the open button in your browser to return to the on-line entry form.
- d. Click "Upload Files".
- e. If you incorrectly upload a file, you can delete it from the list after you have uploaded it.
- f. **All submissions must include an attached image file that will be used to promote the submission on the EDCO website. The image must be a JPEG file and be named 'submission title' - promo.**

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8. Links

- a. If your entry can be found on-line (ie: a website or an on-line resource), please use this section as an alternative or supplement to the "Upload File" section.
- b. Enter a Document Title as your link submission.
- c. Open your submission in a separate window.
- d. Copy the entire URL and paste it into the URL line on the on-line entry form.

9. Questions/Answers

- a. This section is where the judges will learn about the objectives, targets, cost effectiveness and the creative process involved in your submission. Review judging criteria and category descriptions. Review the new Scoring Card.
- b. Please answer each question in a complete and concise manner paying specific attention to including the information that is requested in each question. It is important to include results or outcomes in this section.**
- c. Bulleted answers are acceptable.
- d. This is your opportunity to effectively demonstrate why your entry is a shining example of economic development in Ontario.
- e. Do not exceed **250 words** for each answer. Once you are satisfied with your entry, please choose "Continue" at the bottom of the page.
- f. You may choose to "Save and Exit" or go back at any time using the buttons on the bottom of this page.

10. Review Entry

- a. Please take a moment to review your entire entry to ensure accuracy and that all questions have been answered effectively.
- b. All submissions require a hard copy.** Promotional, Collaboration and Partnership, and Influencer of the Year Awards require 1 hard copy. Planning and Building Initiatives Awards require 3 hard copies.
- c. Print the page by choosing the "Print Page" button on the bottom of the page and send it, with your submission attachments to:
*Heather Lalonde
Economic Developers Council of Ontario
6506 Marlene Avenue
Cornwall, ON
K6H 7H9*
- d. If you wish to modify your entry, please choose the "Back" button to return to the page you wish to change.
- e. If you are submitting multiple entries and you are satisfied with the current one, choose the "Save and Add Another Entry" button to return to the first submission page.
- f. If you are satisfied with this entry (and all of your entries), choose the "Save and Proceed to Checkout" button to proceed to the Secure Checkout.

11. Secure Checkout

- a. Confirm the details of your submission.
- b. If details are correct, choose your payment method.
- c. If you are paying online, choose the "Pay Online with VISA/MasterCard" button, enter all of your payment details and choose "Submit".
- d. If you choose to pay by cheque, please fill out all of the details in the Payment by



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- a. Cheque section. Please note that your entry will be suspended until we receive this information.
- b. Please include printouts of your entry summaries in the envelope with your cheque and mail to:
Heather Lalonde
Economic Developers Council of Ontario
6506 Marlene Avenue
Cornwall, ON
K6H 7H9
- c. At any point, you can choose the "Add Another Entry" link at the bottom of this page to submit additional marketing pieces for award consideration.

QUESTIONS

If, at any point in your submission, you have questions or concerns, please don't hesitate to contact us at webhelp@edcomarketingawards.ca, or click the "Contact Us" tab in the main navigation to be directed towards help.