



## 2018 Annual Conference Marketing Award Submissions

*Greetings from the members of the NAASS Western Region – Marketing Awards Committee!*

Share your work with other members by submitting your marketing materials for the NAASS Western Region Marketing Awards! Sharing and borrowing ideas to create solutions has always been one of the hallmarks of the Western Region (prev. WASSA). The more we share, the more we can learn and grow from one another. So we would love to see all schools represented in the marketing category!

### **Marketing Award Categories:**

- Single “best marketing idea” (you may submit more than one idea)
- Comprehensive marketing effort created and executed by the Summer Session office
- Comprehensive marketing effort that includes Summer Session in the marketing plan of the institution or as part of another campus unit

No activity, project, or plan is too small, and you can choose to submit for either the *award* or for *review only*.

### **Here’s how to share your work.**

- Submit six (6) samples/copies of your marketing materials to me.
- Use the attached form to accompany each of your submission(s).

If you have questions or need assistance, please contact:

**Janelle Barnes, NAASS Western Region Marketing Awards Committee Chair**  
Program Manager and Marketing Coordinator – Summer Session  
University of California, Merced  
(209) 228-2234 | [jbarnes7@ucmerced.edu](mailto:jbarnes7@ucmerced.edu)



## 2018 Annual Conference Marketing Award Submissions

Institution name: \_\_\_\_\_

Institution department: \_\_\_\_\_

Your name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

**Submission type:**

- Award\*       Review only

*\* NOTE: if submitting for the award(s) please ensure a representative from your institution attends the conference.*

Please consider our materials for the following Gary Marketing Award categories (select all that apply):

- Single “best marketing idea” (you may submit more than one idea)
- Comprehensive marketing effort created and executed by the Summer Session office
- Comprehensive marketing effort that includes Summer Session in the marketing plan of the institution or as part of another campus unit

**Description of materials (example: objective, target audience, method of distribution, etc.)**

- Attach or include as a Word or PDF file

**Marketing Submission Checklist**

- Submit six (6) samples/copies of your marketing materials.
- Complete this entire form and include a copy of it with your submission.
- Materials must be postmarked by **Aug. 31, 2018\*** to:

Janelle Barnes – Summer Session  
UC Merced, 5200 N. Lake Road, Merced, CA 95343  
(209) 228-2234

- Digital submissions (video links, etc.) send to [jbarnes7@ucmerced.edu](mailto:jbarnes7@ucmerced.edu) by **Aug. 31, 2018\***.

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