



THE NATIONALS<sup>SM</sup> 2011  
**SALES & MARKETING  
COUNCIL OF THE YEAR  
ENTRY FORM**



MEMBERSHIP SIZE as of September 1, 2009 \_\_\_\_\_

These awards honor local Sales & Marketing Councils for outstanding organization, programs, education, community involvement, promotion, and membership development for the period from September 1, 2009 to September 1, 2010. These awards apply to affiliated local SMCs only. **All SMCs are encouraged to enter, whether large or small.** Judges will consider size of association and geographic location when selecting winners.

Local SMC name: \_\_\_\_\_

Local Builders Association Executive Officer: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

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

Submitted by: \_\_\_\_\_

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

**MEMBERSHIP RECORD:**

Membership total as of entry date: \_\_\_\_\_

Number of renewals between September 1, 2009 and entry date: \_\_\_\_\_

Number of new members between September 1, 2009 and entry date: \_\_\_\_\_

**SUBMISSION:**

Fill in all fields of the entry form and upload PPT file to your unique URL when advised.

**SMC of the Year Requirements**

SMCs to provide a powerpoint show that conveys the following information. Maximum length of powerpoint is 5 Minutes – must run on PPT 2003 or better. Creativity is encouraged or a portfolio that contains the following tabs:

1. Membership

Total number

Retention vs. new members

Promotion of membership – includes drives, contests and appreciation events

2. Programs/Seminars

Promotion

Events – please include photos

Topics and speakers

3. Education

Promotion

Courses include by not limited to: MIRM, CSP

4. Council Marketing

Promotion of council activities and events

Includes website, flyers, newsletters etc. community service projects – include photos.

5. Awards Programs

Includes promotion of events and creativity. Please include collateral, photos of events and budget.

6. Optional items – Nationals Promotion of NSMC, including NSMC events, The Nationals Awards, and Nationals Rollover program – 5 Bonus Points