

Entry Forms

NEW

Instructions for Award Submissions

Entries are welcome from all member and non-member credit unions. There will be a discount for MACU members to enter the AIMEs. This package contains all the forms required to submit your work for entry into the competition.

We require you to complete the following:

Entry Form

One entry form is required per individual AIME entry submitted

Entry Form Report

Two entry form reports are required per individual AIME entry you submit and must follow these guidelines:

- Please type your Report on **no more** than three single spaced 8.5 x 11 inch pages, using no less than 12 point font. *Please adhere to the three-page limit. Judges will not review entry beyond three pages!*
- Securely attach the report to the reverse of each entry AND include one with payment.
- Charts and graphs may be used if they will help the judges understand the context of your marketing or communications effort and the results achieved. Please organize your entries using the outline headings as they appear on the attached Entry Form Report.

NEW

Summary of Entries

- One Summary of Entries listing all submissions is to be included with payment.

Payment

- One cheque for payment of all entries submitted
- If cheque is for more than AIME entries (i.e. membership) please provide details

ENTRIES ARE NOT RETURNED TO CREDIT UNIONS BUT ARE AVAILABLE FOR PICK UP IMMEDIATELY AFTER THE AWARDS CEREMONY, MACU WILL NOT ARRANGE FOR AWARDS TO BE RETURNED. ENTRIES LEFT BEHIND WILL BE DISPOSED.

Entry Form

NEW

Reminder: Complete one Entry Form for each AIME entry submitted.

Attach to the reverse of each entry submitted AND include one with payment.

Credit Union Name:			
Title of Entry:			
Division:			
Category:			
Asset Size:		Province:	

Contact information for individual preparing entry (this will be used for any questions about the entry and to advise the winning credit unions)	
Name:	
Phone Number:	
Email:	

CEO or GM Name:		
Name of Individual(s) to be recognized at AIME Gala:		
Agency/Design Firm (if used):		
Do you wish agency to be recognized along with credit union staff?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Entry Form Report

Section 1: Planning - This section must be completed for all entries.

Objectives: Must be measurable, within specific timelines.
ie. "increase membership 15% by year end".

Strategies: What are we going to do?
ie: "increase top of mind awareness"

Target Market: Who is the audience?
ie: "non-members between the ages of 25 – 44".

Tactics: How we did it.
ie: "Produced and distributed 12 monthly flyers in community papers".

Total Costs: Total cost of campaign including production and placement.

Section 2: Results - This section is *only* required for entries in the **Winning Results** category and is optional for other entries.

Only actual results are acceptable. If final results are not available by the deadline, please save the entry for next year's competition.

Marketing Objective:	
Did you meet your campaign objectives:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you exceed your objectives:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Amount above objective -if applicable (% , \$ or #):	
Actual volume: (% , \$ or #):	
Additional information you feel will help the judges understand the results of your campaign:	

Summary of Entries

Complete this form and send with your cheque and entries to:

Sandra Verrecchia, MACU Treasurer
c/o The CUMIS Group Limited
151 North Service Road P.O. Box 5065
Burlington, ON L7R 4C2



Deadline: 4:30 pm, Thursday April 1, 2010.

Name:					
Title:					
Credit Union Name:					
Credit Union Address:					
City:		Province:		Postal Code:	
Phone:					
Email:					
Website:					

1. Check your division based on your credit unions total assets (in millions) as of December 31, 2009.

- Div 1: < \$500 Div 2: \$501 - \$1 billion Div 3: > \$1 billion

2. Check all AIME award categories that your credit union is entering this year:

Winning Results

- | | |
|---|---|
| <input type="checkbox"/> Coordinated Campaigns | <input type="checkbox"/> Corporate Communications |
| <input type="checkbox"/> Direct Marketing / Direct Mail Campaigns | <input type="checkbox"/> New Product Launches |
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Special Events |

Outstanding Creative

- | | |
|---|---|
| <input type="checkbox"/> \$3,000 Shoe String Award | <input type="checkbox"/> Annual Reports |
| <input type="checkbox"/> Electronic Marketing | <input type="checkbox"/> Image Enhancement |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Posters and POP (includes Brochures) |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Television |
| <input type="checkbox"/> Web Site (Intranet sites not eligible) | |

Enclose a cheque payable to "MACU" for _____ AIME Entries at \$100 plus GST each (for MACU members) or _____ AIME Entries at \$200 plus GST each (for non MACU members).

Please Note: Please add membership dues to your total if you wish to join MACU and enter the competition. Annual Dues: \$288.75 (includes GST) for initial membership and \$105 (includes GST) for each associate member.

Total enclosed: \$_____.