

ICCSAA

Creative Marketing Award

All entries displayed and winners announced at the
2011 ICCSAA Fall Student Leadership Conference hosted by John A. Logan
College October 21-22.



This award recognizes creativity in a promotional campaign planned and implemented by student leaders to promote campus events or activities. There are two event categories-promotional campaigns that cost \$200 or less and promotional campaigns \$200 and over. The selection committee will be primarily looking at the creativity of the promotional campaign.

- Entries can be for one event or for a series of related events
- Each student organization can submit a total of 2 separate entries
- Entries must be for events scheduled anytime between August 2010 and September 30, 2011

A panel of judges including student activities professionals and students will review campaign materials and practices and award the most creative way to promote an event in each category.

Entries (including any attachments or examples) must be received via mail or e-mail by Friday, September 30, 2011.

ICCSAA Creative Marketing Award Application

Please complete the entire application and attach additional sheets or items if necessary.

College Name: _____

Student Organization Name: _____

Student Contact: _____

Advisor: _____

Address: _____

Phone Number: _____

E-mail: _____

Event Name: _____

Event Date(s): _____

Total cost for the marketing of this entry: _____

Did you utilize any professional help in the marketing of this event? If so, please explain: _____

Please describe all of your marketing efforts related to this entry:

Please submit this application along with any materials that may be relevant to the marketing of this entry by Friday, September 30 to:

**Marci Rockey, Director of Student Life
Lincoln Land Community College
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