



# 2021 TOURISM INDUSTRY AWARDS

Recognizing Outstanding Contributions in Nebraska's Tourism Industry

## GUIDELINES

Please refer to this document and provide the specified information for each industry award category nomination. You may submit nominations in more than one category. **All award nominations must be received or postmarked by Friday, September 10, 2021 for consideration.** Electronic submissions are encouraged but are not required. Please email nominations to [callie.austad@nebraska.gov](mailto:callie.austad@nebraska.gov).

Each nomination should be organized and submitted as follows:

- The nomination form should be used as the cover page. Nominations without cover pages will not be accepted.
- Use no more than two typed pages for each nomination. Letters of support and other supporting materials do not count towards to the two-page maximum.
- Letters or other support materials should be included as an addendum to each nomination packet. Letters or additional materials mailed or emailed separately from the nomination packet will not be accepted, so please take the time to collect all necessary components in advance.
- If you are submitting your nomination in the mail, please provide three copies (one original and two copies) of each nomination.

## AWARD WINNERS

Award winners will be announced at the Tourism Industry Awards Banquet on **October 21, 2021**. Winners will receive:

- Recognition in press releases following the awards banquet.
- Acceptance photos from the banquet shared on VisitNebraska.com and on Nebraska Tourism's social media channels.
- A **FREE** 2022 Sponsored Listing on VisitNebraska.com (\$2,500 value), giving premium exposure on relevant category pages.

# 2021 NOMINATION CATEGORIES

## INDUSTRY AWARDS

### FRIEND OF TOURISM

The Friend of Tourism award is given to a person, business, organization or media outlet that may not be directly involved in the tourism industry but which has been very supportive of local, regional and/or statewide efforts to promote and develop tourism. Freelance writers, corporations, organizations, newspapers, magazines, radio and television stations and other businesses are eligible for this award. Nominations should describe the nominee's business or association and what their efforts have been to support tourism. Explain the nominee's contributions to tourism promotion and include examples of their efforts to collaborate with the local tourism industry.

### OUTSTANDING EVENT (TWO AWARDS)

This award has two subcategories to accommodate both large and small events. Two winners will be selected, one from each subcategory. **Only events that occurred between August 1, 2020 and July 31, 2021 are eligible.**

Category 1: Population 9,999 or below

Category 2: Population 10,000 or above

Nominees include events such as festivals, themed events, community celebrations and holiday programs. The nominated event should show a high level of organization, event production and community involvement. Provide a brief history of the event, including why it was started, how it has evolved and/or the potential it has to grow. Factors that can influence selection include attendance growth, its effect on the local economy, innovative marketing and special promotional efforts. Be sure to specify the community population where the event takes place and provide a summary of associated volunteerism, press coverage and annual attendance.

### OUTSTANDING MARKETING CAMPAIGN

This award is given to a community, business or organization that successfully conducted an advertising campaign or tourism awareness program. This may include a new brand campaign, a social media campaign, a new or updated website or publication, or a local tourism advocacy and/or awareness endeavor. Explain how the nominee conducted its campaign, describing the various avenues used to promote tourism and the success of those projects. Specify who the target audience was and how/why that audience was identified and chosen. Include budgetary information, key samples from the campaign and other documentation about the history of the campaign and its impacts. Provide examples of increased revenue, target audience engagement, and any other measurables that demonstrate the campaign's success. Nominations will be judged on research, creativity, strategy, reach, and outcomes.

# 2021 NOMINATION CATEGORIES

## INDUSTRY AWARDS

### OUTSTANDING TOURISM ATTRACTION


This award is given to Nebraska tourism attractions that have worked toward continued success and growth of their business. Nominees should be pillars of their communities and exemplary to other tourism businesses across the state. All types of Nebraska attractions, big or small, are eligible for this award. Examples include museums, zoos, cultural and performance art centers, historical sites and parks, etc. Nominations should describe the attraction's impact on the local, regional and/or state tourism economy in detail. Specify what improvements, additions, or adaptations the attraction has undergone, or future plans, that elevate its visibility, building a positive reputation and increased visitation. Include examples of how the attraction has collaborated with other tourism entities in the community, region and/or state.

### OUTSTANDING AGRITOURISM OR ECOTOURISM ENTITY

This award is given to an outstanding agritourism, ecotourism, or adventure travel business. Examples include outfitters, watchable wildlife destinations or experiences, working farm or ranch host sites, farmers markets, wineries or breweries, nature-based tourism businesses, non-profit groups, etc. Nominations should describe the attraction's impact on the local, regional and/or state tourism economy. Specify what improvements, additions, or adaptations the attraction has undergone, or future plans, that elevate its visibility, building a positive reputation and increased visitation. Include any examples of how the attraction has collaborated with other tourism entities in the community, region and/or state.

## HENRY FONDA AWARD

Named after a famous Nebraskan who never forgot his roots, the Henry Fonda Award recognizes an individual who has devoted many years of service promoting Nebraska on a local, regional and/or statewide level. This award will be bestowed upon an individual who has proven their dedication to making Nebraska a better place to live and visit through lifelong passion and hard work. They should be seen as a strong leader in the tourism community: both a role model and a team player with a can-do attitude. Please include a brief bio of your nominee along with a description of why they are deserving of this award. Supporting documents should include testimonials on the nominee's greatest achievements and contributions to the tourism industry: most inspiring projects, successful partnerships and/or the legacy they'll leave behind.



# 2021 NEBRASKA TOURISM INDUSTRY AWARDS

## NOMINATION FORM

Submit this page with your nomination as your cover page. Check the category below for which you are submitting a nomination. You may submit a nomination in more than one category. **Include a separate cover page for each nomination.** Nomination forms without cover pages will not be accepted. Electronic submissions are preferred but not required. **Postmark deadline is Friday, September 10, 2021.**

Please contact Callie Austad if you have any questions:

402.432.1152

callie.austad@nebraska.gov

### SEND YOUR NOMINATION TO:

Nebraska Tourism Commission  
Attn: Callie Austad  
301 Centennial Mall S., 1st Floor  
PO Box 98907  
Lincoln, NE 68509  
Or  
callie.austad@nebraska.gov

### HENTRY FONDA AWARD

☐ Henry Fonda

### INDUSTRY AWARD

- ☐ Friend of Tourism
- ☐ Outstanding Event (Pop. 9,999 and below)
- ☐ Outstanding Event (Pop. 10,000 and above)
- ☐ Outstanding Marketing Campaign
- ☐ Outstanding Tourism Attraction
- ☐ Outstanding Agritourism or Ecotourism Entity

## CONTACT INFORMATION

NAME OF NOMINEE \_\_\_\_\_

NAME AS IT WILL APPEAR ON THE AWARD \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

CONTACT NAME SIGNATURE \_\_\_\_\_

NAME OF PERSON(S) OR GROUP ATTENDING THE AWARD BANQUET \_\_\_\_\_

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