

# Sample Submission Form - 2025 AMA San Diego Sandie Awards

## 1. Introduction

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Please complete this form in full and follow the submission guidelines in the next step. Scroll down to: advance to the next page or save your form and come back later. A link to resume your form will be generated for you.

**SDAMA Member?(Required)**

**Student? (Required)**

**Student: ALL Student submissions are sponsored by AMA San Diego and FREE (\$0). Limit Two (2) submissions per student.**

**Name(Required)**

First

Last

**Company Name(Required)**

**Number of Employees(Required)**

**Company Type(Required)**

In-House Agency Other

**Organizational Structure**

Non-profit or For-profit

**Address(Required)**

**Contact Name(Required)**

First

Last

**Contact Phone(Required)**

**Contact Email(Required)**

Be sure to use your university email when submitting as "Student Project"

**Student Resume(s) You can upload a max. (15) for Group Submissions**

Upload your resume to be included in the Student Resume Portfolio

Drop files here or [Select files](#)

Accepted file types: docx, pdf, Max. file size: 50 MB, Max. files: 15.

## 2. Entry Details - You may submit 1-3 campaigns + Peers of the Year per application. Please complete additional applications for 4+ submissions.

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### How many awards entries?(Required)

Select 1 to 3 entries using the dropdown below.

### Nominate a fellow marketer and/or standout agency:

Check all that apply.

Marketer of the Year

Agency of the Year

Trailblazer of the Year

### Campaign Name(Required)

Trophy Inscription - Required for EACH entry. Be sure to include any collaborations.

### Categories(Required)

Please check the category in which you would like your entry judged. Please note the judging committee reserves the right to move your entry to the category that they feel is best aligned.

## 2025 categories

- **Branding** (In-House or Agency)
- **Cause Marketing/Non-profit**
- **Content Marketing**
- **Digital Marketing Campaign** (Direct-to-Consumer or Direct-to-Business)
- **Diversity, Equity, & Inclusion**
- **Event Marketing**
- **Experiential Marketing**
- **Influencer Marketing**
- **Integrated Campaign** (In-House or Agency)
- **Marketing Innovation**
- **Public Relations**
- **SEO/SEM**
- **Social Media**
- **Video** (In-House or Agency)
- **Website** (B2B or B2C)
- **Best of Show**
- **Marketer of the Year**
- **Agency of the Year**
- **Trailblazer**
- **Student Project – Individual or Group**
  - **Subcategory 1** – Marketing Research & Strategy
  - **Subcategory 2** – Creative
  - **Subcategory 3** – Digital Marketing

**Judging is conducted by a minimum of (3) judges per category. All judges are marketing professionals with 5+ years of experience and reside outside of San Diego and Orange Counties.**

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### Challenge & Objectives(Required)

**(0-10 points)** 500 words or less What was the core problem the entry needed to solve or address? What was/were the objective(s) to address the situation or challenge? What was the creative objective and vision of the project? This should be a specific, quantifiable and/or descriptive statement. Judges will score on how clearly the challenge and vision are stated and whether the objectives are sound, clear, and measurable.

**Strategy & Tactics(Required)**

**(0-25 points)** 500 words or less Describe the strategic process behind this project/initiative and what tactics or actions were taken to achieve the objectives. How was the vision brought to life? Judges will score how well the strategy and tactics relate to achieving the objectives.

**Results(Required)**

**(0-35 points)** 500 words or less How was the success of the entry evaluated? What were the results? What measurable results did this entry achieve? Did it achieve the entry's objective(s)? It's encouraged to describe the results in measurable terms to demonstrate the entry's objective(s) were achieved. Judges will score on how effective the entry was in producing results that directly tie into the objective(s). If quantifiable metrics are not applicable, describe how the results were transformative and qualifiable.

**Campaign Elements(Required)**

**(0-30 points)** 500 words or less Include digital files of the work to be judged along with your entry. Judges will score campaign elements and creative work of all digital files submitted. Use text box for any file descriptions or links. If your file is larger than 90MB, please include a link to access the file in the description.

Files Required

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

**Campaign Elements - Description****Company Logo(Required)**

Add the logo associated with the company responsible for this submission. This may be used during the awards presentation.

Files Required

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

**Campaign Display Graphic(Required)**

Submit a graphic or video files below with the imagery representing your campaign which you'd like displayed during the awards ceremony. Note: Video files should be no more 30 seconds. NOTE: Please provide both a 16:9 and 4:3 version, minimum 150 dpi.

Files Required

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

# Nominate a fellow marketer and/or standout agency:

Marketer of the Year

Agency of the Year

Trailblazer of the Year

## Marketer of the Year

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Celebrates an individual San Diego marketer who, through their contributions of outstanding ideas, strategies, concepts, campaigns, and overall leadership has served as an inspiration for all marketers and a shining example of the very best of marketing professionalism and accomplishment in the past year.

**Marketer of the Year Nominee(Required)**

**Nominee Company and Title(Required)**

**Email - Nominating Contact(Required)**

**Nomination(Required)**

**Headshot & Logo(Required)**

Add the headshot and logo for your nominee.

Drop files here or [Select files](#)

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

## Agency of the Year

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Celebrates a San Diego agency deserving of top marks for their impact in the marketing community through successful and innovative campaigns, strategies, and overall leadership. This agency supports and serves San Diego as an inspiration for all marketers, companies, and industry leaders.

**Agency of the Year Nominee(Required)**

**Nominee Company and Title(Required)**

**Agency Logo(Required)**

Add a logo for your agency.

Drop files here or [Select files](#)

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

**Email - Nominating Contact(Required)**

**Nomination(Required)**

## Trailblazer of the Year

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Recognizes an individual or team that has demonstrated exceptional innovation, leadership, and impact within the marketing industry over the past year. This award honors someone who has broken new ground with creative strategies,

embraced emerging technologies, or set new industry standards. They have shown a commitment to pushing boundaries, driving results, and inspiring others in the marketing field through their visionary approach and ability to adapt to evolving trends and challenges.

**Trailblazer of the Year Nominee(Required)**

**Nominee Company and Title(Required)**

**Nominee Headshot & Logo(Required)**

Add the headshot and logo for your nominee.

Drop files here or [Select files](#)

Accepted file types: doc, docx, rtf, mp4, mov, pdf, txt, mp3, html, dvd, jpg, jpeg, png, Max. file size: 90 MB.

**Email - Nominating Contact(Required)**

**Nomination(Required)**

## Entry Submission Guidelines

- Contact information is required (please ensure company or agency name are spelled as how it should appear formally when announced and/or published)
- All criteria questions (above) are required to be complete and 500 words or less.
- The same entry can be submitted in a maximum of Two (2) categories as long it meets the criteria and objectives of the categories.
- A company, agency, or student can submit a maximum of Three (3) entries per category.
- There is the ability to “Save and Continue Submission Later” and an email will automatically be sent from [info@sdama.org](mailto:info@sdama.org) with a link to access the incomplete application. Please check your spam folder if you don't see this email in your inbox. This link will expire at midnight on 3/24/25. Email [info@sdama.org](mailto:info@sdama.org) to troubleshoot further. (Note: It is highly encouraged to first create a separate Word doc with answers for reference and as a backup.)
- In the case of a tie, an additional judge will score the campaigns for a tie breaker result.
- Campaigns must earn a minimum of 70 points to earn an award.

It is not guaranteed that all categories will recognize a winner. Only submissions that provide solid results and exemplify the qualities of great marketing will be considered for finalist placement. Finalists will be announced prior to the event.

## CREATIVE SUBMISSION DO'S & DON'TS

There are two areas in the submission form that require digital files: Campaign Elements and Campaign Display Graphic. The campaign elements should be digital files that complement the submission and support the campaign objective. The campaign display graphic is a single digital file to showcase submission work during the awards ceremony. This can be a static graphic or motion with a maximum of 30 seconds. No pdfs please. Files that do not follow the creative requirements will not be included in the entry for judges' review.

### **Do's:**

- When including attachments, all files uploaded must be in one of the following formats:
  - MS Word(.doc/ .docx/ .rtf)
  - MPEG-4
  - QuickTime
  - PDF
  - .txt
  - MP3
- Uploading .DVD format is also acceptable, but we cannot accept a physical DVD.
- Uploaded examples and images are limited to 8.5" x 11".
- Please keep file size under 50MB
- Provide URLs for website entries. For websites that require password access, please create a guest user account login for the purpose of Sandie Awards judging.

### **Don'ts:**

- For campaign display graphic – please limit video files to < 30 seconds.
- Do not place artwork images into a PPT.
- Do not place company logo(s) into the artwork file.
- Do not submit files that will attempt to install a program on the judging computers. Executable files cannot be judged and will be disqualified without reimbursement of entry fees.
- Do not send more than one option for your campaign display graphic. This graphic or video will be used for publication and presentation of the submission campaign.