



### Air Ambulance Campaign of the Year – Sponsored by Lottery Fundraising Services

The award is presented to an organisation that has achieved success in communicating a fundraising, operational or innovation campaign to a targeted audience.

Criteria	Campaign or communications initiative that has significantly benefited an air ambulance organisation or the wider air ambulance sector.
Eligibility	The campaign or communications initiative must have been launched within the past 18 months and have been running at some point within the last 12 months.
Nominators	Air Ambulance and associated sector organisations are encouraged to submit nominations for this award.
Method	Nominations are via email to <a href="mailto:awardssecretary@aoaa.org.uk">awardssecretary@aoaa.org.uk</a> . The official nomination form (available on the AAA website) must be completed and should contain all relevant information in support of the entry.
Deadline	September 1 <sup>st</sup> 2019
Presentation	The shortlisted nominees will be notified and invited to attend the Air Ambulance Awards of Excellence.
Judges are looking for:	<p>The Judges will be looking for evidence of a planned campaign or communications strategy; evidence of the publicity generated and the benefits to the air ambulance organisation or sector. The campaign must demonstrate outstanding creativity, consistency of the brand message and the achievement of key objectives.</p> <p>Evidence of campaign/communications strategy planning; evidence of publicity generated and/or benefits derived from publicity or campaign. Demonstration of outstanding creativity, consistency of brand message and achievement of key objectives of the campaign.</p>

# NOMINATION FORM

## How to nominate

Each nomination must be submitted separately. Incomplete forms may be considered ineligible for assessment.

Nominations should be no more than three pages long in a font size no smaller than 12. *PLEASE NOTE: only the first three pages of a nomination will be read and any additional pages will be disregarded*

You must attach one or two hi-resolution photographs (somewhere between 0.5MB and 5MB is ideal). The best format is a jpeg. Photographs should be of the nominee(s) or where the nomination is not for an individual or team, photographs should relate directly to your nomination.

Please note: receipt of all entries will be acknowledged via email by close of play on 2 September. If your nomination, *sent before 5pm on 1<sup>st</sup> September*, has not been acknowledged, please email the Awards Secretary or call 07958 695778.

Send your completed form to:

### Nick Campion

Independent Secretary to the Judges

Email: [awardssecretary@aoaa.org.uk](mailto:awardssecretary@aoaa.org.uk)

## Applications close

Sunday 1<sup>st</sup> September at 5pm

## Nominee details

First name:	Surname:
Nominee's postal address / contact address: <i>(include postcode)</i>	
Nominee's phone number:	
Nominee's email address:	
Name of the organisation the nominee is employed/associated with:	

## **Award: Campaign of the Year**

When making your nomination, please provide a statement describing how the nominee meets the award criteria. Where possible, provide examples to support the statements. Please note the information supplied will form the basis for a decision made by the judging panel.

## Nominated by

Name:	
Organisation:	
Address: <i>(include postcode)</i>	
Telephone:	
Mobile:	
Email:	
Relationship to nominee:	
Signature	
Date:	