



# ADCOLOR Nomination Instructions Manual

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Before you begin your nomination, you will need the following materials to include in your submission:

A resume or bio—you can submit both by including one as additional “Supporting Material”

Required format: PDF. Or DOC files only

Two letters of recommendation from a client, employer or mentor

Required format: PDF. DOC or JPG files only

Two supporting materials – get creative! Send us a video, articles, creative work, portfolios etc.

MOV, JPG, GIF, PDF, MP3, DOC, AVI. Files cannot exceed 20MB

## STEP 1

Select a category that best fits your nominee.

You cannot submit one nomination for multiple categories.

The categories open for submissions are as follows:

The Rock Star

The Ad of the Year

The Rising Star

The Innovator

The Change Agent

The MVP

The One Club | ADCOLOR Creative

The ADCOLORin Tech

## STEP 2

Provide the following information about your nominee:

### Nominee’s Ethnicity

Select one from the following options

- American Indian
- Asian or Pacific Islander
- Black (not Hispanic Origin)
- Caucasian (Change Agent and ADCOLORin Tech Category)
- Hispanic/Latino
- Multi-ethnic/Multi-racial



## STEP 2 – Continued

Identify the nominee's industry:

- Advertising
- Design
- Entertainment
- Entrepreneur
- Marketing
- Media
- Public Relations
- Technology

Complete the nominee's contact information:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department

## STEP 3

Provide us with a PR contact—this is the person we would contact after the selected nominees are announced. The PR contact will be the liaison between ADCOLOR and the nominee in preparation for the ADCOLOR Conference and Awards.

Provide the following information for the PR contact:

- Full name
- E-mail
- Phone number

## STEP 4

Tell us more about your nominee.

ADCOLOR Nominee Summary:

In 2500 words or less, describe how the nominee fulfills the Rise Up and Reach Back™ criteria. Each category has specific criteria and given examples. Please refer to the [Nomination Category and Criteria Guide](#) found on the Nomination Portal.



## STEP 5

Submit the required materials for your nominee.

A resume or bio—you can submit both by including one as additional “Supporting Material”

Required format: PDF. Or DOC files only

Two letters of recommendation from a client, employer or mentor

Required format: PDF. DOC or JPG files only

Two supporting materials—get creative! Send us a video, articles, creative work, portfolios etc.

MOV, JPG, GIF, PDF, MP3, DOC, AVI - CANNOT EXCEED 20MB

## SPECIAL INSTRUCTIONS FOR AD OF THE YEAR SUBMISSIONS:

Did your campaign promote equality? Did it inspire, motivate? How so?

We do not require a resume, bio or letters of recommendation for the Ad of the Year. Here’s what we suggest you submit with your nomination:

1. Download, complete and attach the Ad of The Year Entry Form
2. Supporting material 1 – submit an MOV version of the campaign
3. Supporting material 2 – PDF of the print campaign
4. Include a URL link to the TV ad campaign (YouTube, Vimeo, private links, etc.)

## STEP 6

Tell us about you! This will come in handy, should we need to reach you regarding your application or the nominee.

As a nominator, you will receive a special discounted rate to the ADCOLOR Conference and Awards. You will also receive special mention at ADCOLOR Live! should your nominee be selected!

Nominator’s Information:

- Full name
- E-mail
- Personal or business address
- Direct phone number
- Company/Organization
- Job title
- Department