



## AWARD APPLICATION GUIDE

Congratulations on being nominated for the Whitehorse Chamber of Commerce 2023 Business Excellence Awards. To complete your nomination, you must submit an award application. Deadlines, details, helpful tips, and a checklist of what to include in your award application are below. View the [Award Categories and Judging Criteria Document](#) as needed to complete your application.

### **BENEFITS OF BEING A FINALIST**

Being nominated for a Whitehorse Chamber of Commerce award shines a light on you and your hard-working business. Becoming a finalist:

- Reinforces your business' reputation in the community; and
- Provides \$10,000 worth of promotion leading up to and after the awards.

### **AWARD APPLICATION** - **Deadline: 4:30p.m. on Monday, March 20, 2023**

The information you provide in your award application is used by an independent panel of judges to select the finalists and winner in each award category. Businesses must tailor their application to fit the specific award category and its judging criteria. If your business has been nominated in more than one category, you must submit separate applications tailored to the categories you have been nominated for. Generic submissions are unlikely to be successful.

Please submit your completed application(s) via one of the following methods:

- **Mail/Drop off location:** WCC Office, 101-302 Steele Street, Whitehorse, YT Y1A2C5
  - Office hours: Monday - Friday, 9:00am - 4:30pm
- **Electronically:** [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca)

### **TIPS FOR A SUCCESSFUL APPLICATION**

When in doubt about what details to include, remember that when faced with applications that equally satisfy the judging criteria, judges will ask, "Why should this business win an award this year?". Think about the following when completing your Award Application:

- Be specific – directly address the award judging criteria when writing your statement of nomination;
- Use examples to show how you or your business exemplifies the award criteria and how you stand out in this award category;
- Submit 1-3 Letters of Support, and 5-10 Testimonials (Outstanding Customer Service Award



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only) from strong third-party validators who can directly speak to the nomination criteria for the award you are submitting your application for;

- Submit an award application for each category you are nominated in, tailored to the specific award judging criteria;
- Only submit an award application in a maximum of two award categories. If nominated for more than two categories, choose to submit an award application in the categories you are strongest in.

### **AWARD APPLICATION CHECKLIST**

The award application requires the completion of the following items by the deadline.

#### 1. Organization Information

This includes:

- Business name
- Number of employees
- Contact information
- Business license number
- Business logo (.JPG or .EPS FILES ONLY)

#### 2. Business Profile

- Include a short biography of your business to provide background information for the judging panel.

#### 3. Statement of Nomination

- Indicate how you/your business meets the criteria for the award for which you have been nominated.
- Please reference the [Award Categories & Judging Criteria Document](#) to better guide you when creating your statement. You should also include other recent noteworthy community contributions and accomplishments in this section.

#### 4. Letter(s) of Support/Testimonials

- **ALL AWARD CATEGORIES:** Nominees must submit a minimum of 1, maximum of 3, **Letter(s) of Support** for their nomination.
- **OUTSTANDING CUSTOMER SERVICE AWARD ONLY:** Nominees must submit a minimum of 1, maximum of 3, **Letter(s) of Support** for their nomination, followed by a



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minimum of 5, maximum of 10 **Testimonials**, as outlined in the [Award Categories & Judging Criteria Document](#) on our website.

### **WHAT IS A LETTER OF SUPPORT?**

A Letter of Support is a personally written document that explains the writer's support for a person, cause, idea, or business.

### **WHAT IS A TESTIMONIAL?**

A Testimonial is a formal statement testifying to someone's character and qualifications.

## **AWARD APPLICATION SUBMISSION DETAILS**

1. Please save your award application as:
  - Award Name – Your Organization Name – Application
2. Please save your Letter(s) of Support as:
  - Award Name – Your Organization Name – FILE1
  - Award Name – Your Organization Name – FILE2
  - Award Name – Your Organization Name – FILE3
3. Please save your Logo as:
  - Award Name – Your Organization Name – LOGO

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If you do not receive an email confirmation of receipt of your application within two business days, please call the Whitehorse Chamber of Commerce office at 867.667.7545.

## **NOMINATION AND AWARD GUIDELINES**

1. You are entitled to nominate any business, including your own. You are encouraged to nominate yourself for an award. We suggest nominating the business/person in no more than two categories.
2. You do not have to be a Whitehorse Chamber of Commerce member to be nominated;



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however, if you are selected as a finalist, you must become a WCC member in order to qualify to win the award.

3. Winners of the 2022 Business Excellence Awards (in any category) are not eligible for nomination in the 2023 Awards. However, finalists from the 2022 Business Excellence Awards are eligible to re-submit nominations for the 2023 Awards.
4. Finalists may receive only one award. If a business/person is a finalist for more than one award, the submission will stand for the award where the judging panel deems the business/person is strongest.
5. Award applications must be for one business only. Group applications are not eligible.
6. A separate award application must be submitted for each award for which the nominee is to be considered.
7. The Whitehorse Chamber of Commerce may request further information based on your submission.
8. The Whitehorse Chamber of Commerce reserves the right to limit the number of selected nominees, and/or withhold an award in any category.
9. Award applications will not be returned. Please do not include materials that you would like returned.
10. Videos or other additional information outside of what is listed above for the award application will not be accepted.
11. Whitehorse Chamber of Commerce staff, immediate family, and current board members are not eligible to be nominated for any award.

### **JUDGING & NOTIFICATION**

All complete submissions received by the deadline date (**Monday, March 20, 2023**) will be forwarded to a judging panel comprised of diverse business leaders from the community. Representatives from a nominated business cannot sit on the judging panel. As a group, the panel will narrow the nominations to two finalists per award. At this point, a sealed ballot is received from each panel



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member to determine the winner. The results are not subject to appeal.

With two finalists determined, a notification will be sent to all nominees as soon as possible, advising them of their status. Finalists will be asked to provide a copy of their company logo in either a .jpg or .eps format. Award winners will be contacted by film crews to film their business for promotional purposes, as well as for video presented during the awards ceremony in April of 2023.

### QUESTIONS?

[Click here](#) for information on the Award Categories and Judging Criteria

[Click here](#) for information on the Nomination & Award Application Procedure

[Click here](#) to Nominate another business or business leader

If you have any questions about the Whitehorse Chamber of Commerce 2023 Business Excellence Awards please contact Project Coordinator, Kathleen Limpio, at [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca).