



## AWARD APPLICATION GUIDE

Congratulations on being nominated for the Whitehorse Chamber of Commerce 2024 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 recognizes your hard work and shines a light on your business. Becoming a finalist:

- Reinforces your business' reputation in the community; and
- Provides over \$5,000 worth of promotion leading up to and after the awards, including:
  - Logo recognition on online and print ads;
  - Custom videography to be presented at the Awards Premiere and shared on social platforms; and
  - Digital badges for your website.

### **AWARD APPLICATION - **Deadline: 4:30 p.m. on Sunday, February 11, 2024****

The information you provide in your award application is used by an independent panel of judges to select the two finalists in each award category – one runner-up, and one winner. 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. Nominees can only submit an award application in a maximum of two (2) award categories.

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 - 4:00pm
- **Electronically:** [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca)

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

When in doubt about which details to include, keep in mind that the judging panel will ask, "Why should this business win an award this year?" when presented with multiple applications that equally meet the judging criteria. Consider the following factors as you submit your application for an award:

- Be specific – Use examples to show how you or your business exemplifies the award criteria and how you stand out in this award category;
- 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 (2) award categories. If nominated for more than two categories, choose to submit an award application



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in the categories you are strongest in.

- **The more letters provided, the stronger your application will be.**
  - **All Award Nominees** must submit 1-3 Letters of Support from strong third-party validators who can directly speak to the nomination criteria for the award you are submitting your application for.
  - **Outstanding Customer Service Award Nominees** must submit 1-3 Letters of Support AND 3-5 Testimonials.

### **AWARD APPLICATION CHECKLIST**

The award application requires the completion of the following items by the deadline on **Sunday, February 11, 2024, at 4:30 p.m.**

#### 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.
- Include recent noteworthy community contributions and accomplishments, that tailor to the award in which you were nominated.

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

- ALL AWARD NOMINEES, including *Tourism Awards of Excellence* nominees,** must submit a minimum of 1, maximum of 3, **Letter(s) of Support** for their nomination.
- OUTSTANDING CUSTOMER SERVICE AWARD NOMINEES** must submit a minimum of 1, maximum of 3, **Letter(s) of Support** for their nomination, followed by a minimum of 3, maximum of 5 **Testimonials**, as outlined in the [Award Categories & Judging Criteria Document](#) on our website.

**Please note:** Each Statement of Nomination that is submitted on your behalf through the Whitehorse Chamber of Commerce website between November 30, 2023, and January 12, 2024, will be accepted as one (1) Letter of Support. Please contact the Whitehorse Chamber office for more details.

#### **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?**



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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 Application – Your Organization Name – Award Name
2. Please save your Letter(s) of Support as:
  - LS1 – Your Organization Name – Award Name
  - LS2 – Your Organization Name – Award Name
  - LS3 – Your Organization Name – Award Name
3. (*Outstanding Customer Service Award only*) Please save your Testimonials as:
  - T1 – Your Organization Name – Award Name
  - T2 – Your Organization Name – Award Name
  - T3 – Your Organization Name – Award Name
  - T4 – Your Organization Name – Award Name
  - T5 – Your Organization Name – Award Name
4. Please save your Logo as:
  - LOGO – Your Organization Name

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 - 4:00pm
- **Electronically:** [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca)

If you do not receive an email confirmation receipt of your application within two business days, please call the Whitehorse Chamber of Commerce office at 867.667.7545, or email Project Coordinator, Kathleen Limpio, at [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca).

### **NOMINATION AND AWARD GUIDELINES**

1. You are entitled and encouraged to nominate any business, including your own. We suggest nominating the business/person in no more than two (2) categories.
2. You do not have to be a Whitehorse Chamber of Commerce (WCC) member or a Tourism Industry Association of the Yukon (TIA Yukon) member to be nominated; however, if you are selected as a finalist, you must become a WCC and/or TIA Yukon member to qualify to win the award.
3. Winners of the 2023 Business Excellence Awards (in any category) are not eligible for nomination in the 2024 Awards. However, nominees, including the runner-up, from the 2023 Business Excellence Awards are eligible to re-submit nominations again in 2024.



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4. Finalists can win a maximum of two (2) awards.
5. Award applications must tailor to 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 or Tourism Industry Association of the Yukon may request further information based on your submission.
8. The Whitehorse Chamber of Commerce and the Tourism Industry Association of the Yukon 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. Additional information outside of what is listed above for the award application will not be accepted.
11. Whitehorse Chamber of Commerce and Tourism Industry Association of the Yukon staff, immediate family, and current board members are not eligible to be nominated for any award.

### **JUDGING & NOTIFICATION**

Complete award applications received by the deadline (**Sunday, February 11, 2024**) 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.

If you do not receive a confirmation email receipt of your award application before the deadline, please call the WCC at 867.667.7545, or email [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca).

The judging panel will narrow the nominations to two finalists per award – one runner-up, and one winner. The results are not subject to appeal.

The Whitehorse Chamber will notify all nominees, including finalists, advising them of their status. The production crew will be in communication with the award finalists regarding the videography procedure and the final videos will be showcased at the Business Excellence Awards Premiere on Thursday, April 25, 2024.

### **QUESTIONS?**

If you have any questions about the Whitehorse Chamber of Commerce 2024 Business Excellence Awards, please call the Whitehorse Chamber office at 867.667.7545, or email Project Coordinator, Kathleen Limpio, at [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca).