**Entry Form – Brand Award**

**2019 Breakout Brand of the Year**

**(voted by Retailers)**

 **Please read the “Awards Information Pack” before completing this form.**

|  |  |  |  |
| --- | --- | --- | --- |
| Company/Brand Name: | Click here to enter text. | Contact Name: | Click here to enter text. |
| Contact Phone | Click here to enter text. | Contact Email: | Click here to enter text. |

***Recognising the small to midsize SBIA member’s (as per membership structure) mens or womens brand that are newly arrived in the market or existing brands that have experienced break-out performance between January 1, 2018 and June 30, 2019. Consider surfboard, apparel, footwear, wetsuit and accessory brands that had a breakthrough year through product development and/or increased brand recognition and appeal. Nominated companies can be new or established brands, but must have annual sales not exceeding $20 million (previous winners of this category are not eligible for the following year).***

***SBIA Retail Members cast one vote ranking 1st, 2nd and 3rd.***

***The Brand Awards recognise the surf industry’s leading brands for each category. Each Brand Award submission should include a 30 second video (Vibe Clip) to support the entry.***

***Brands will be voted on considering quality of products, marketing execution, customer and sales service, profitability and contribution to the surf and boardsports industry.***

**2019 Breakout Brand of the Year (Voted by Retailers)**

* Please include a high-resolution JPEG image &/or video of maximum 30 seconds (Vibe Clip) to support each category you are entering.

|  |  |
| --- | --- |
| **Category** | **Description (MAX. 70 words)** |
| **Breakout Brand of the Year** |  |

**When voting, SBIA Retail Members will consider the following criteria:**

* Product Sell through
* Retail Value Proposition
* Innovation / progressiveness
* Excellence in design / marketing / instore product execution
* Consumer engagement and interest in the brand
* Are they easy do deal with – do they provide a high level of sales support and customer service.

**2019 SBIA SURF INDUSTRY AWARDS CHECKLIST**

|  |  |
| --- | --- |
| Read the 2019 SBIA Nomination Kit before completing this entry  | **☐** |
| Email admin@sbia.com.au to have a dropbox created | **☐** |
| Upload a business logo that is larger than 300kb in .jpeg format into the dropbox | **☐** |
| Complete the Entry Form/PDF submission and shared the dropbox within your organisation if need be | **☐** |
| Upload the Entry Form into the dropbox ensuring it is completed by 26th July, 2019 | **☐** |
| Ensure all images and videos for each category are uploaded to the drop box and clearly marked | **☐** |
| Mark the 2019 SBIA Surf Industry Awards date in your calendar – October 24th, 2019 | **☐** |



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| --- | --- |
| **2019 Key Award Dates:**  |  |
| Nominations Open:  | **24th May, 2019** |
| Nominations Close (Voted Categories) | **26th July, 2019** |
| Nominations Close (Judged Categories): | **8th August, 2019**  |
| Voting Opens (voting categories) & Tickets Available | **8th August, 2019**  |
| Voting Categories Closes:Judging Period (judged categories) | **24th August, 2019****12th to 27th August, 2019** |
| Finalists Announced (judged & voted categories): | **5th September, 2019** |
| **Awards Night:** | **Thursday 24th October 2019** |