**Entry Form – Brand Award**

**2019 Ladies Brand of the Year**

**(voted by retailers)**

**Please read the “Brand Nomination Kit” before completing this form.**

|  |  |  |  |
| --- | --- | --- | --- |
| Company 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. |

***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 Ladies 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)** |
| **Ladies 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 CHECK LIST**

|  |  |
| --- | --- |
| Read the 2019 SBIA Nomination Kit before completing this entry | **☐** |
| Email [admin@sbia.com.au](mailto: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 and share the dropbox within your organisation if need be | **☐** |
| Upload the Entry Form into the dropbox ensuring it is complete by 26th July, 2019 | **☐** |
| Ensure all images and videos for each category are uploaded to the drop box | **☐** |
| 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) | **23rd August, 2019**  **12th to 27th August, 2019** |
| Finalists Announced (judged & voted categories): | **5th September, 2019** |
| **Awards Night:** | **Thursday 24th October 2019** |