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## **Nomination Criteria Guide – Brand Awards (voted by retailers via Award Force)**

**2021 Ladies Brand of the Year**

**2021 Mens Brand of the Year**

**2021 Footwear Brand of the Year**

**2021 Swimwear Brand of the Year**

**2021 Breakout Brand of the Year (for Brands who have been operating less than 5 years)**

**2021 Sunglass Brand of the Year**

In preparation for your nomination please read this document in full as well as the “Brand Nomination Kit”. Your nomination will be submitted via Award Force. If you require assistance please contact [admin@sbia.com.au](mailto:admin@sbia.com.au).

The Brand Awards recognise the surf industry’s leading brands for each category. Brands will be voted on considering quality of products, marketing execution, customer and sales service, profitability and contribution to the surf and boardsports industry.

**Each submission should include the following:**

- Short description of brand
- High resolution JPEG image and/or video (vibe clip) link

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

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

## 2021 SBIA SURF INDUSTRY AWARDS CHECKLIST

Read the 2021 Nomination Criteria Guide & Nomination Kit	<input type="checkbox"/>
Prepare relevant information for nomination	<input type="checkbox"/>
Complete entry in Award Force by <b>6th August 2021</b> - <a href="#">click here to enter</a>	<input type="checkbox"/>
Purchase your tickets for 2021 SBIA Surf Industry Awards on 11 November, 2021	<input type="checkbox"/>



### 2021 Key Award Dates:

#### 18th June, 2021

- Nominations Open

#### 6th August, 2021

- Nominations Close (Voted Categories)

#### 13th August, 2021

- Tickets Available
- Voting Opens (Voted Categories)
- Nominations Close (Judged Categories)

#### 20th to 31st August, 2021

- Judging Period (Judged Categories)

#### 27th August, 2021

- Voting Closes (Voted Categories)

#### 17th September, 2021

- Finalists Announced

#### 11th November, 2021

- Awards Night