

ANNOUNCING THE NEW TMAC TRAVEL AWARDS!

As you know, TMAC has decided to bring the operation of the TMAC Travel Awards in-house. This will enable us to standardize both the prizes and the criteria by which entries in all categories are judged.

Our aim is to ensure that, inside the association and out in the world, our awards are seen as being professionally conferred prizes that honour the best writing and photography our members have to offer. As such, we feel that sponsors whose names are associated with the TMAC Travel Awards will benefit even more than in the past from being associated with them.

Sponsors will remain a key part of the awards, but freed from having to set up a special back-office operation each year to handle submissions, locate judges and prepare prizes.

Here's how the new system works:

- TMAC members submit their entries to the association via its administrator, TO Corp
- TMAC collects the submissions, codes the entries and passes them on to judges selected by the association
- judges return two completed forms, one for comments, one for votes, to TO Corp, which tallies the votes and passes the names of the winners on to TMAC along with the judges' comment sheets
- TMAC provides the sponsor with the name(s) of the winner(s) of its prize(s), the comment sheets (from which quotes may be taken for the award presentation) and a certificate
- at the TMAC AGM the sponsor gives the award, preceded by the presenter's remarks (three minutes maximum)

The style of the award certificate will be:

TMAC TRAVEL AWARDS
2008
BEST SERVICE FEATURE
Sponsored by
NAME OF SPONSOR (with logo, if supplied, all on one line)
NAME OF WINNER
Name and signature of TMAC president

The sponsor will be named in all the promotional materials for the award, including the awards booklet published for the AGM. The sponsor will also be able to have signage in the hall the night of the awards (size and amount subject to the approval of the AGM organizers).

THE CATEGORIES

A story or photo may only be entered in one category.

Only stories and photos that appeared in publications meeting TMAC's criteria for media member qualification/requalification may be submitted.

Stories and photos must have been published between **Sept. 1, 2007** and **Aug. 31, 2008**.

1) PRINT

The work will be judged on writing quality, accuracy and usefulness of information, insightfulness and innovation

1. Best service feature
2. Best family feature
3. Best outdoors/adventure feature
4. Best business feature
5. Best food/wine feature
6. Best cultural/historical feature
7. Best environmental/responsible tourism feature

2) PHOTOGRAPHY

The work will be judged on composition, technical quality and ability to evoke a place, moment or sentiment

1. Best people photo
2. Best action photo
3. Best evocation of a place photo

SPONSORSHIP

Award sponsorship is \$2,000 per award. Please make your cheque payable to the Travel Media Association of Canada and specify which award it is for. The prizewinner's cheque, for \$1,000, will be issued by TMAC. TMAC will also create the certificate each winner will receive, however the sponsor may choose to supplement this with a plaque, so long as the inscription conforms to the style given above.

Deadline for sponsoring a 2008 award, to be presented at the 2009 TMAC AGM is **FRIDAY, OCTOBER 31, 2008.**

Please contact TMAC president John Masters to discuss award(s) to sponsor.

jmasters_2000@yahoo.com

PLEASE MAKE "TMAC TRAVEL AWARDS SPONSORSHIP" THE SUBJECT LINE

The cut-off date for submissions will be **Fri., Dec. 5, 2008.**

The winners will be chosen no later than **Fri., Jan. 9, 2009.**

The awards presentations will be made **Fri., Feb. 6, 2009** at the River Rock Casino Resort in Richmond, B.C.