



# 2006 INNOVATOR AWARDS: CALL FOR ENTRIES

*Golf Range Times'* inaugural **INNOVATOR AWARDS** will recognize driving range owners and operators for their marketing achievements and celebrate the best practices that advance the industry. We're looking for events, programs and on-site promotions that use creativity and ingenuity to produce success—measured by either the number of new customers captured or increased spending by existing customers. **Deadline for entries is July 20, 2006.**

## SUBMITTING YOUR WINNING STRATEGY IS AS EASY AS 1-2-3.

### 1) Provide your contact details.

Facility Name: \_\_\_\_\_

Owner (person, company, municipality): \_\_\_\_\_

\_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

ZIP/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(if different from street address)

\_\_\_\_\_

### 2) Tell us why your marketing program is a winner.

Please answer these questions on a separate sheet(s) of paper and include with your entry any supporting materials (i.e., brochures, fliers, photos, etc.) that illustrate your marketing program/event.

★ **Provide a complete description of your marketing program** including how the idea was developed, what the objective was, how the program/event was implemented and the cost.

★ **How was success measured** (i.e., incremental sales, number of new customers, increased average transaction amount, daily sales total, event profitability, etc.)? Be specific about the before-and-after results.

### 3) Sign the entry form and mail your submission.

Mail your completed entry form and supporting materials by July 28, 2006, to:

*Golf Range Times'* Innovator Awards  
5206 Markel Road, Suite 103  
Richmond, VA 23230

The best marketing practices will be published in the November/December issue of *Golf Range Times* and online at [www.golfrangetimes.com](http://www.golfrangetimes.com). Plus, the top five entrants will receive a copy of Jay Conrad Levinson's *Guerrilla Marketing for Free: Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits*.



Entrant Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

By signing above, I agree to the use of all submitted materials in *Golf Range Times* articles and promotional materials and online at [www.golfrangetimes.com](http://www.golfrangetimes.com).