

 **CATEGORY 19

BEST LOYALTY COMMUNITY OR ENVIRONMENTAL INITIATIVE / CAMPAIGN**

**ENTRY FORM**

 **ENTRY CONTACT INFORMATION:**

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| **Company name:** |  |
| **Contact name:** |  |
| **Job title:** |  |
| **Business email:** |  |
| **Telephone number:** |  |
| **Company logo:** |  |
| **Permission to enter the Loyalty Awards: (Signature)** |  |
| **Signed by:(Name & Surname)** |  |
| **Role:** |  |
| **Date:** |  |

 **SUMMARY:**

This award will be awarded to the brand which demonstrates its commitment to sustainability and/ or community via its loyalty initiatives. Entries will be judged according to the role the programme has played in caring for the environment and communities. Any community economic and social benefits should be highlighted. The loyalty programme or campaign must show its commitment and impact to community & sustainability initiatives, as well as, social, environmental, ethical practices and working with charities.

**Please ensure your entries address the below criteria:**

* Commitment to sustainability, community or environment
* Customer engagement and involvement to drive change
* Communication and channel-use of loyalty initiatives to drive sustainability, community or environmental change
* Upliftment and results for the charities you support

**What we require:**

* Entry contact information
* 1 Page executive summary
* Submission (max 3 pages)
* Supporting evidence files (max 5 items)

 **Entry fees:**A fee of R1 950 (ex VAT) is charged per category entry. Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before 15 July 2022.
 **AGENCY SUBMISSIONS (On behalf of clients)**If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. Please download the agency agreement [**here.**](25e83c_714585815cfb419fac6f40bc0437dbcf.pdf)

 **Please note:** We will not review your entry if we have not received a signature from your client.

 **EXECUTIVE SUMMARY:**

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| **LOYALTY INITIATIVE DESCRIPTION:** |
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| **RESULTS ACHIEVED:** |
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**THE NEXT 3 PAGES MUST HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Commitment to sustainability, community or environment
2. Customer engagement and involvement to drive change
3. Communication and channel-use of loyalty initiatives to drive sustainability, community or environmental change
4. Upliftment and results for the charities you support

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| Commitment to sustainability, community or environment |
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| Customer engagement and involvement to drive change |
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| Communication and channel-use of loyalty initiatives to drive sustainability, community or environmental change |
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| Upliftment and results for the charities you support |
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**SAVING CRITERIA:**

Once the above entry information has been completed, your files and supporting documentation must be saved in the following format when submitting your entry please:

**file name** = category#-programmename-brandname.doc
e.g. CATEGORY1-ROYALREWARDS-ROYALHOTEL.doc

Once you have saved all your files in the correct format, simply enter by emailing: info@southafricanloyaltyawards.com

If your file sizes are too big, simply send it to us via dropbox or wetransfer.

**CONFIDENTIALITY:**To view our confidentiality agreement that has been signed by all judges and South African Loyalty Awards employees, please [**click here**](25e83c_184225022b8441a1bb0aca3d7ad7332e%20%282%29.pdf)**.**

 **HAVE ANY QUESTIONS?**

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!