



Entry Form

Company/Agency/Organization: _____

Client Name (where applicable): _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email: _____

Entry Title: _____

Category Number* (ie. 6B): _____

Category Name* (ie. B2B Marketing- Large Business): _____

*Available at www.lincolnama.com. Click on "Prism Awards." Click on "How to Enter." Click on "Prism Categories" to view printable document.

Prism Awards Entry Form Checklist

- » Entry Form Attached to Each Entry and Attached to Back of Manilla Envelope
- » Entry Submitted in Both Hard Copy and on CD/DVD
- » Supportive Text in Both Hard Copy and on CD/DVD
- » Entry Fee
- » Nomination Form and Supportive Text if Applicable



Supportive Materials

Basic Creative Description of the Submission:

Provide a creative overview of the entry and explain how the entry uses a creative problem-solving approach to solve the problem or address the situation. *15% of Overall Judged Score

Challenge:

Identify the basic problem to be solved or the situation to be addressed by the entry. Include the target audience and its characteristics. *20% of Overall Judged Score

Objectives:

Clearly define the objectives established to solve the problem or address the situation. The objectives should include measurables; if the objectives don't include measurables, they need to be clear enough to determine if the objectives were achieved. *15% of Overall Judged Score

Strategy:

Explain the strategy used to achieve the objectives. *10% of Overall Judged Score

Tactics:

Identify the individual tasks used to execute the strategy and attain the objectives.
*10% of Overall Judged Score

Results:

Describe the results achieved by the entry. Include whether or not the results fell short or met/exceeded objectives. (ie. within budget, result measurement, etc.) *30% of Overall Judged Score