



National Pawnbrokers Association®

## 2018 Annual Awards Outstanding Pawn Industry Image Award

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### ***Description and Qualifications***

The NPA Outstanding Pawn Industry Image Award is presented annually to an NPA Pawnbroker or Affiliate member company who creatively generates positive awareness of the pawn industry through a print or digital marketing campaign. Media may include, but is not limited to: television, radio, social media, print campaign, and email campaign.

The award recognizes accomplishments in the last year. Nominees must be a current NPA Pawnbroker or Affiliate member in good standing and must have been a member since January 1, 2017. Nominations may be made by an NPA member or a state pawnbroker association.

### ***Nomination Process***

To nominate a candidate for the Outstanding Pawn Industry Image Award, you must complete and submit the following nomination form.

Nominations must be received at the NPA office by May 4, 2018, via mail to PO Box 508, Keller, TX, 76244; via fax to (817) 337-8875; or via email to [Dana@NationalPawnbrokers.org](mailto:Dana@NationalPawnbrokers.org). The Awards Committee is responsible for reviewing all submissions and selecting the winners. Awards will be presented at Pawn Expo 2018 in Las Vegas.

If you have any questions, contact Dana Meinecke at (817) 337-8830 or [Dana@NationalPawnbrokers.org](mailto:Dana@NationalPawnbrokers.org).



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## 2018 Outstanding Pawn Industry Image NOMINATION FORM

### **Nominee Information**

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

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

### **This candidate is being nominated by:**

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

Company: \_\_\_\_\_

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

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

**Copy of Campaign:** *A copy of the full campaign must be submitted with this nomination form. Please provide digital or hard copies as appropriate based on the media format. If necessary, you may send a jump drive or CD containing the campaign.*

Give an overview of the campaign including type of media used, length of campaign, target audience, and overall theme.

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Describe what makes this campaign creative.

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Explain how this campaign generated positive awareness for the pawn industry.

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What made the campaign a success?

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Please share any additional comments.

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