

ENTRY FORM – 2016 National Mature Media AwardsSM

(For MMA office use)

Please type or neatly print ALL information below. Include **two copies** of this form with your entry. Place the entry in an envelope and staple the two copies of the entry form on the outside. Place in larger envelope or box for mailing.

Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____

Award Information: (List the **exact title** of your entry. Not a generic term. The title and organization name that you list below will be used on the certificate and winners list should you win an award. Winners will also be credited during a live Twitter announcement. To be included, please list the Twitter handle associated with the entry.)

Entry Title _____
Actual name of the piece
Organization _____
If different than organization above
Twitter Handle (Optional) _____
Example: (@seniorawards)

Division: (Check **only one**) **Late Entry Deadline: April 8, 2016 • Entry Fee: \$59/entry**

- Community Organizations
choose one: Local/State **or** National
- Government
- Housing
- Media
choose one: Local/State **or** National
- Financial Services
- Healthcare
- Insurance
- Miscellaneous Organization

Category: (Check **only one**)

Marketing & Communications (*single item*)

- Brochure/Booklet
- Direct Mail
- TV/Radio Advertising
- Magazine/Newspaper Advertising
- Misc. Marketing/Communications

(Total Programs—Multiple Media)

- Marketing/Advertising Campaign*
- Consumer Campaign/Special Event*

Publications/Editorial (*single item/issue*)

- Annual Report
- Article—Magazine/Newsletter/Newspaper
(1 article only, include 3 copies of the article)
- Book*
- Brochure/Booklet
- Calendar
- Magazine
- Newsletter/Newspaper
- Misc. Publication/Editorial

Education/Training Programs:

- (*Multiple Media*)
- Staff/Inservice Training*
 - Consumer Education Program*

Mature Work & Retirement (*single item*)

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Retirement Education Program*

Art/Design (*single item*)

- Graphic Design
- Logo/Letterhead Design
- Photograph (*must include older adult*)

Health Promotion & Wellness

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Health Promotion Program*

* Additional \$20 fee required for these categories.

Caregiving

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Caregiving Program*

Home & Community Based Programs

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Program*

Web-based & Mobile Resources

- Web Site
- Digital Publication
choose one: Blog E-Newsletter
- Web-based Resource/Tool
- Mobile Resource
choose one: Mobile Application Mobile Web Site
- Social Media
choose one: Facebook Instagram Pinterest Twitter YouTube Other

Fee: \$59 + Additional Fee* (if applicable) _____ **TOTAL \$** _____
Fee is per entry. (\$20 additional fee for categories marked with an asterisk*)

Payment: (Choose method of payment: VISA MasterCard American Express Check)
Make checks payable to: **Mature Market Resource Center (MMRC)**. Our Federal Tax ID: 36-3559293.

Card Number _____ Exp. Date _____
Security Code (on back of card) _____ Cardholder Name (print) _____
Signature _____

Mail To:

2016 Natl. Mature Media Awards
c/o Mature Market Resource Center
328 W. Lincoln Ave., Suite 10
Libertyville, IL 60048-2725

Questions?

Call: 1-800-828-8225
E-mail: info@seniorawards.com
Web: seniorawards.com

(Please detach and return, you may photocopy this entry form or download the PDF file at seniorawards.com.)