smps | Seattle

SMPS SEATTLE REIGN AWARDS

2025 ENTRY PACKET

INDIVIDUAL MERIT CATEGORIES

REIGN AWARDS TWENTY 25

ABOUT THE AWARD WINNING

SMPS SEATTLE REIGN AWARDS

SMPS Seattle's annual Reign Awards recognizes excellence in marketing communications and outstanding achievements of top marketing professionals. The individual merit awards recognize the exceptional accomplishments of individuals in our industry.

Submittals are open to both member and nonmember individuals.

This packet is for those who would like to submit an individual merit nomination. Please keep reading if you are interested in learning more about how to submit and what the categories are. If you are interested in submitting a project entry in one of the Reign Awards categories, please view the other packet on the Reign Awards web page.

EVALUATION

The individual merit awards are evaluated per noted criteria by an independent panel of industry professionals. The 2025 panel of evaluators will be announced in late spring. To see a list of previous winners, please visit: https://smpsseattle.org/Reign_Awards

SCHEDULE + DEADLINES

All nominations must be received by **May 2, 2025.**

PAYMENT INFORMATION

It is free to nominate someone for an individual merit award. Nominations may be submitted by non-members.

WINNERS DECIDED

Mark your calendar for June 12th, 2025, for the awards. This year's event will be held at the **Stone Way Auto** from **5:30-8:30 pm**. Each year is bigger and better – you won't want to miss this event!

HOW TO SUBMIT ONLINE

Go to:
smpsseattle.submittable.com/submit

Create an account.

Begin your submission and save your progress. Once you begin a nomination, you can see what is required, save your submission, and come back anytime to finish and add information.

Submit your nomination. You're done! Thank you! We will see you at the Reign Awards.

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ENTRY INFORMATION:

INDIVIDUAL MERIT ENTRIES

The individual merit awards recognize the exceptional accomplishments of individuals in our industry. This is our chance to shine when it comes to outstanding efforts, and there's no cost to submit a nomination!

SCORING CRITERIA:

The individual merit awards are evaluated by an independent panel of SMPS Presidents from other chapters and are evaluated based on the following criteria:

Nomination Statement	30 points
Involvement in SMPS Seattle and/or A/E/C Industry	10 points
SMPS and/or Marketing Accomplishments in the Past Year	10 points
Total Points Available	**50 points**

CATEGORIES:

Marketing Advocate

This award is presented to an individual that is a stellar supporter of marketing who does not work in marketing specifically or have marketing in their title. This individual is committed to furthering and encouraging their own firm's or industry partners' marketing efforts on a daily basis. They assist their team by going out of the way to understand the mission and efforts of marketing.

Nomination statements submitted for this category should focus on the individual's achievements and efforts and clearly indicate how they go above and beyond the call of duty. We encourage you to nominate Firm Principals and Partners, seller/doers and collaborators who you believe should be recognized for their marketing efforts.

Andy Zinsmeyer Member of the Year

In honor of the first member of SMPS, Andy Zinsmeyer, this award is presented to an SMPS member who has been actively involved within the chapter. This individual is very committed to the continuous growth and improvement of the chapter. Their efforts over the past year have made a marked difference in the chapter's success, whether it is a difference that affects the entire chapter or simply one component. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

Rising Star

This award is presented to an SMPS member who has been an SMPS Seattle member for two years or less. This individual has made a proactive effort to be involved in the opportunities offered by the SMPS Seattle chapter and has shown great dedication to the success of the chapter and to their own growth and development. Rising Stars typically engage with the chapter in multiple ways and look to utilize all that SMPS offers, but they also seek to give back. Nomination statements submitted for this category should focus on the individual's achievements directly related to SMPS Seattle.

BD/Communications/Marketer of the Year

This award is presented to an individual who has demonstrated outstanding marketing efforts and leadership within their firm during the past year. This is an opportunity for members or non-members to recognize marketing, communications and/or business development achievements accomplished within a colleague's firm and/or the A/E/C industry in general. Nomination statements submitted for this category should focus on the individual's achievements directly related to their firm and/or the overall A/E/C industry.

President's Award

The current SMPS Seattle president has an opportunity to present an award to an SMPS member who has been dedicated to the success of the chapter during the past year. This category is not open to nominations.

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QUESTIONS?

Contact Hannah Ratzke, SMPS Seattle Reign Awards Co-Chair at hratzke@hwlochner.com.

THANK YOU FOR SUBMITTING TO THE 2025 SMPS SEATTLE REIGN AWARDS!

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