



### *AAF Duluth/Superior Silver Medal Award*

Founded in 1959, the American Advertising Federation's Silver Medal Award was established to give recognition to individuals whose creativity, significant accomplishments and responsibility in areas of social concern have helped make advancements in the advertising industry. Since 1979, the AAF Duluth/Superior has honored outstanding local advertising professionals with the Silver Medal Award. Silver Medal recipients are selected by a panel that consists of the current executive board of AAF Duluth/Superior and of past Silver Medal Award winners. The judges use the following criteria when making their selections:

- *Contribution to His/Her Company* - The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service
- *Creative Ability* - The recipient must have shown a consistent, high degree of original thinking in their field.
- *Contributions to the General Advancement of Advertising* - The recipient must have worked to increase the stature and raise the standards of the advertising profession.
- *Contributions to the Community* - The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.

For the AAF Duluth/Superior, the Silver Medal Award is the highest honor locally for our industry --- it's the highlight of the year! By nominating someone you are enhancing the image of advertising and marketing in the area!

If you have any questions regarding the nomination form please contact *AAF Duluth/Superior Silver Medal Chair, Nicole Sandman* at 218.740.4581 ([nicole.sandman@flintinteractive.com](mailto:nicole.sandman@flintinteractive.com)).



*AAF Duluth/Superior Silver Medal Award Nomination Form*

Please completely fill out the form. Feel free to add more information about the nominee on additional pages if you would like. If the person you nominate gets chosen you may be called upon to help the ADDY committee compile pictures etc. for the silver medal award reel.

Nominee Information Name: \_\_\_\_\_

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

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

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

Nominator (your) Information Name:

\_\_\_\_\_

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

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

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

Carefully read and answer the following questions regarding the nominee. Each questions must be answered and with as much detail as possible. The Silver Medal Award Application are due January 28<sup>th</sup> and send to the following:

AAF Duluth/Superior

Attn: Nicole Sandman,

11 E Superior Street, Suite 514

Duluth MN 55802.

If you have any questions regarding the nomination form please call or email AAF

*Duluth/Superior Silver Medal Chair, Nicole Sandman at 218.740.4581*

*([nicole.sandman@flintinteractive.com](mailto:nicole.sandman@flintinteractive.com))*.





