



2021 Bernays Awards Nomination Form

ENTRY DEADLINE: MAY 30, 2021

(The 15th annual Bernays Awards will be announced at GCPRC's monthly Zoom meeting on Tuesday, July 20, at 4 pm)

*(Recognizing outstanding performance and campaigns by members of the **Gold Coast Public Relations Council**, South Florida's largest independent organization of PR & Marketing professionals.)*

Person, Organization, Company or Firm Being Entered for an Award:

Name of Project or Campaign: _____

Entry Submitted By: _____

Phone: _____ **Email:** _____

Select Category:

_____ **Best Nonprofit Project or Campaign – Small** *(under \$100K)*

_____ **Best Nonprofit Project or Campaign – Large** *(over \$100K)*

_____ **Best PR Campaign by a Small Company or Firm** *(Under 5 Employees)*

_____ **Best PR Campaign by a Large Company or Firm** *(5+ Employees)*

_____ **Best Social Media Campaign** *(Nonprofit)*

_____ **Best Social Media Campaign** *(For profit)*

_____ **Best Special Event / Live or Virtual**

_____ **Best Crisis Communications**

_____ **Best Marketing Material** *(Print, Internal or External)*

_____ **Best Marketing Material** *(Digital/Video, Internal or External)*

Required Information

- 1. Name of the project, campaign and/or client** (maximum 50 words)

- 2. Brief description of the client or organization** (maximum 250 words)

- 3. Goals and objectives of the campaign or project** (maximum 250 words)

- 4. Description of how the project was implemented** (maximum 250 words)

- 5. Results: How they were measured, and how they met the specific objective of the project or campaign** (maximum 250 words)

- 6. Please summarize the PR campaign and results in 3 short bullet points:**
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Nomination Submission Requirements

All entries must be for work done between **January 1 – December 31, 2020 ONLY**.

Each entry may be submitted in only one award category. The same entry *may not* be submitted in multiple categories.

How to Submit Each Bernays Award Nomination

Please send via **DropBox** with all documentation attached to:
gary@pr-bs.net no later than **MAY 30, 2021**.

Submission should include: PDF of Nomination form and a maximum of six (6) supporting documents relevant to your nomination (including press clips, images, analyses, etc.)

Submission Fees

For Individual Members (\$50 Level):

If you have already paid for your **2021 Individual membership** in GCPRC, the submission cost is **\$10 per nomination**.

For Individual Premier Members (\$100 Level):

If you have already paid for your individual **2021 Premier membership** in GCPRC, the submission cost is **FREE** for your first entry, and **\$10** for each additional entry.

For Group Members (\$150 Level):

If you have already paid for your **2021 Group membership** in GCPRC, the submission cost is **FREE** for your first **two** entries, and **\$10** for each additional entry.

For Non Members of GCPRC:

The submission cost is **\$60 for your first entry**, which includes the cost of one Individual Membership in 2021, and \$10 for each additional entry.

An invoice will be emailed upon receipt of the Bernays Award Entry Form, and must be paid in full no later than **June 15, 2021** or the nomination will be eliminated from consideration.

NOTE:

If you have any questions about the **2021 Bernays Awards**, please contact **GCPRC Secretary & Co-Founder Gary Schweikhart** at **561.756.4298** or gary@pr-bs.net.