

## Welcome to the 2025 Impact Awards Submission Guide

Thank you for your interest in participating in the 2025 Givslly Impact Awards. This guide is designed to help you navigate the submission process with ease. It provides a detailed overview of the award categories and the specific requirements for each, ensuring your submission is complete and meets all necessary criteria.

Before you begin, please note the following:

- **Review Criteria & Process**
- **Submission Deadline:** October 4, 2024, at 5pm EST.
- **Review Each Category:** Carefully examine the descriptions and requirements for each award category.
- **Prepare Your Materials:** Gather all necessary information and supporting documents as outlined for each category.
- **Submission Process:** Once you're ready, proceed to complete the [submission form](#). Please note that this form does not allow you to save a draft, so be sure to use this guide to prepare thoroughly!

By following this guide, you can ensure that your submission accurately represents the achievements and initiatives of the individual or organization you are nominating. If you have any questions or need assistance, our team is here to help at [events@givslly.com](mailto:events@givslly.com).

Good luck and thank you for your dedication to responsible and impactful work.

### Criteria

- Submissions should focus on achievements, initiatives, partnerships and campaigns that have taken place between September 2023 and October 2024.
- Each submission will be judged based on the tangible results that are highlighted in the submission.
- Supporting documents such as videos, links and PDFs are encouraged, but not required.
- There is no restriction to the number of categories that a company can be recognized in nor is there a limit on the number of individual finalists that can be selected from one company.

## **Process**

- Once submissions close on October 5, 2024, Givslly will select finalists in each category.
- Finalists will be notified by October 21, 2024.
- From the list of finalists, the marketing and media industry will vote to select the honorees in each category.
- The two-week public voting period will open on October 23, 2024, and will close on November 6, 2024 at 5pm ET.
- To vote, people will need to provide a name, company and email address.
- People will be able to cast one vote for each category.

## **Important Dates**

- 9/10 - Awards Submissions Open
- 10/04 - Submissions Due 5pm EST
- 10/21 - Finalists Notified
- 10/23 - Voting Opens
- 11/6 - Voting Closes
- 1/22 - Winners Announced at Breakfast Event

## **Award Categories**

### People

Nominate the individuals who have spearheaded internal and external responsibility initiatives over the past year with tangible results.

1. **Purpose Pioneers** – The senior executives who have a proven history of purposeful work and have made significant contributions to advance the industry over the past year.

2. **Responsible Rookies** – The people who are under 10 years into their careers and paving the path forward as the next generation of responsibility-focused leaders.
3. **Action-Focused Advertisers** – The agency all stars and brand marketers who are advocating for more responsible advertising practices and taking the risk to test more purposeful initiatives.
4. **Value-Based Vendors** – The tech titans and mindful media executives who are creating new solutions to accelerate industry growth, pushing their teams to look beyond glitzy activations and rethinking event experiences through the lens of sustainability and social impact.
5. **Intersectionality Champions** – The underrepresented and strong allies who broaden their impact and spearhead societal causes outside of those directly tied to their identity, breaking down the silos of responsibility and embracing the power of intersectionality. For example, a person of color focused on environmental issues, a queer person committed to fighting hunger, a leader who commits to working with minority-owned businesses, etc.

### Organizations

Nominate the organizations and companies with focused initiatives and campaigns that are proving the impact of more responsible action – both internally and on society as a whole.

1. **Inception of Impact** – Everyone has to start somewhere and sometimes that first step is the hardest. To encourage the companies who are just beginning the journey toward more responsible practices to keep going, this category will highlight the organizations with positive impact initiatives that are less than a year old, but seeing early results.
2. **Responsible Representation** – Representation is critical in marketing and advertising. This category will spotlight the organizations that have not just created DEIB policies but have instilled representative team members across the entire operation. Nominees will be required to submit a demographic breakdown report of the company's employees.
3. **Data Defenders** – Protecting consumers, their data and privacy is foundational to the future of the digital media and marketing industries. Adhering to industry guidelines surrounding data protection and privacy policies is the bare minimum. This category will showcase the companies that have seen positive results from transparent data initiatives and privacy-by-design policies with consumer protection at the core.

4. **Resourceful Responsibility** – Every little bit counts when pushing for the greater good and many companies are determined to drive a positive impact, regardless of the resources at their disposal. This category will celebrate the companies that creatively used limited resources to drive meaningful results.
5. **Sustainable Stewards** – We all have a responsibility to contribute to greener practices and better health for the planet, whether that means reducing carbon emissions, combatting over consumption or lowering overall waste. This category will honor the companies that have achieved substantial results from sustainability initiatives or campaigns over the past year.

## **Submission Requirements Per Category**

**All People Category Requirements** – Purpose Pioneers, Responsible Rookies, Action-Focused Advertisers, Value-Based Vendors, Intersectionality Champions

- Nominee Info
  - Nominee Name
  - Nominee Company
  - Nominee Title
  - Email
  - Phone
- Bio (150 words or less, to be used in promotions if selected)
- Why should this nominee be honored with this award? (200 words or less)
- Describe up to 3 key internal or external initiatives that the nominee has driven over the past year with tangible results. (500 words or less)
- Attachments
  - Headshot: jpg, png (Minimum 300 dpi, hi-res)
  - Company Logo: jpg, png, pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name
  - Email
  - Phone

## **Inception of Impact Category Requirements** –

- Company Name:

- About the Company (150 words or less, to be used in promotions if selected)
- Why should this company be honored with this award? (200 words or less)
- Describe the company's new initiative or campaign and its early results. Include any relevant information about the catalyst for the company starting its journey. (300 words or less)
- \*Optional: Advice for companies that are overwhelmed by the idea of getting started (200 words or less. Can be used in external promotions if selected)
- Attachments
  - Company Logo: jpg, png, pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name
  - Email
  - Phone

### **Responsible Representation Category Requirements –**

- Company Name:
- About the Company (150 words or less, to be used in promotions if selected)
- Why should this company be honored with this award? (200 words or less)
- \*Optional: Advice on how to put DEIB initiatives into action (200 words or less. Can be used in external promotions if selected)
- Attachments
  - Company Logo: jpg, png, pdf
  - Demographic Breakdown: pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name
  - Email
  - Phone

### **Data Defenders Category Requirements –**

- Company Name:
- About the Company (150 words or less, to be used in promotions if selected)
- Why should this company be honored with this award? (200 words or less)
- Describe the company's data and privacy policies along with tangible proof that consumer protection is a core tenant. (300 words or less)
- Attachments
  - Company Logo: jpg, png, pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name
  - Email
  - Phone

### **Resourceful Responsibility Requirements –**

- Company Name:
- About the Company (150 words or less, to be used in promotions if selected)
- Why should this company be honored with this award? (200 words or less)
- Describe the program, campaign or initiative created with limited resources and ultimately the positive results. (300 words or less)
- \*Optional: Program Budget
- Attachments
  - Company Logo: jpg, png, pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name

- Email
- Phone

### **Sustainable Stewards Requirements –**

- Company Name:
- About the Company (150 words or less, to be used in promotions if selected)
- Why should this company be honored with this award? (200 words or less)
- Describe the sustainability-focused solution, program, campaign or initiative as well as its tangible results achieved over the past year. (300 words or less)
- Attachments
  - Company Logo: jpg, png, pdf
  - \*Optional: Supporting Materials: pdf, mp4, mov, link
- Submission Contact
  - Name
  - Email
  - Phone