

**HONOR YOUR BEST AND BRIGHTEST SALES AND MARKETING EMPLOYEES THIS YEAR AT THE 42ND ANNUAL CRYSTAL BALL / SMEA CEREMONY**

**APRIL 10, 2018**

**ALL THE RIGHT REASONS TO GET INVOLVED**

**Why Should Your Company Participate?**

Sponsoring a Sales & Marketing Excellence Award recipient brings tangible benefits to your firm through:

- Public recognition for employees of your organization who exemplify professional sales and marketing excellence.
- Excitement created within your organization and the incentive for others to strive toward this same goal.
- Publicity obtained for your SMEA recipient(s) and your company through the SMEA program, ceremony, advertising and media coverage.
- Affiliation of your company and your SMEA recipient(s) with the prestigious Crystal Ball Award and SMEA Ceremony, sponsored by CNY Sales & Marketing Executives.

**Who Qualifies to Receive an SMEA?**

CNYSME encourages organizations to determine their own standards by which to select their SMEA recipient(s). We suggest that the following accomplishments be considered:

- Understanding the customer
- Understanding the market
- Conveying positive company image
- Quality of presentation
- Attaining objectives
- Community and civic involvement

**SPONSORSHIP OPPORTUNITIES**

**Recipient Sponsor - \$495 (member) \$595 (non-SME member)**

Honor one of your company's best and brightest with Central New York's premier award for sales and marketing professionals. Your candidate will receive:

- Tickets for recipient and guest to the Crystal Ball / SMEA Ceremony (valued at \$190).
- Personalized SMEA award presented to the recipient at the ceremony (valued at \$210).
- Award presentation photo suitable for framing and news releases (valued at \$50).
- Photo of recipient included in program given to each ceremony guest.
- Photo and profile of recipient in The Central New York Business Journal Sales & Marketing Special Report (valued at \$1,295).
- Complimentary individual membership for recipient in CNY Sales & Marketing Executives through April, 2019 (valued at \$170)

**Recipient/Table Sponsor - \$985 (member) \$1,200 (non-SME member)**

Recipient Sponsor benefits listed PLUS:

- Table of 10 - includes SMEA recipient and guest (valued at \$950).

**Corporate Underwriter - \$2,500**

Public recognition for your company while honoring one of your company's best and brightest with an SMEA.

SMEA Recipient/ Table Sponsor benefits listed PLUS:

- Company name/logo included in event promotion (value exceeds \$20,000).
- TV spots
- Radio spots
- Print advertising
- Company name/logo recognized on invitations sent to the business community.
- Company name/logo recognized in program given to each ceremony guest.



# SALES AND MARKETING EXCELLENCE AWARD

We are pleased to honor our company's best and brightest as an: (Please check one)

- Corporate Underwriter: enclose your fee of \$2,500
- SMEA Recipient / Table Sponsor: SME member - \$985; Non-SME Member - \$1,200
- SMEA Recipient Sponsor: SME Member - \$495 per recipient; Non-SME Member - \$595 per recipient

SMEA Recipient Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Sponsor Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide a brief background in each of these areas: (Attach additional sheets as needed)

Why candidate is being recommended: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe candidate's accomplishments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe candidate's community involvement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is this a surprise?  Yes  No

We understand the necessary information will be required:

- Recipient's photograph for use in event materials
- Company logo
- A written summary (50 words or less) of the recipient's accomplishments for submission to The Central New York Business Journal
- Payment upon selection of your candidate.
- Deadline for Submission: February 26, 2016

Central New York Sales and Marketing Executives is the area's premier organization dedicated to the sales and marketing profession.

The Sales and Marketing Excellence Awards (SMEA) program provides an opportunity for organizations to publicly recognize outstanding professionals from their company. Each organization selects its own recipient(s), based upon its own criteria. These individuals are then recognized at our annual Crystal Ball / SMEA Ceremony.

Please remit completed form and payment (payable to CNYSME) to:

CNYSME  
PO Box 5334, Syracuse, NY 13220-4334  
315.876.1868

**CNYSME**  
sales & marketing executives