

# 2025 RSVP Marketing Trailblazer Award

The RSVP **Marketing Trailblazer Award** will honor excellence in print, online and multi-channel marketing campaigns that are for self-promotional campaigns. Entries should depict a short description of the campaign's goals and strategy, all elements of the campaign and the results generated from the campaign. Sample should be supplied for each campaign submitted.

Recipient(s) of the 2025 RSVP Marketing Trailblazer Award will receive recognition at the 2025 Annual Awards Event scheduled in Tucson in January. You will be able to also promote your recognition via a news release to your local media, on your website and in other promotional materials.

## ELIGIBILITY

The RSVP Marketing Trailblazer Award is open to all RSVP Franchise Members. The campaign must have been completed between **November 1, 2024 and October 31, 2025**.

The deadline for submission is **Friday, November 21, 2025**. **Participation is free**. There is no limit to the number of entries per Franchise Member.

\*Franchise Members must be in good standing on all financial obligations and agreements to be eligible for consideration.

## How to Enter

1. Complete the Marketing Trailblazer Entry Form. You must submit a separate entry form for each self-promotional campaign.
2. Assemble and package your entry. All pieces must be labeled with entrant's name and location information. There are two ways to enter:
  - **Mail** – Mail your completed entry form and samples of your project to: Lauren Blitz, Alliance Franchise Brands, 47585 Galleon Drive, Plymouth, MI 48170. If your entry is oversized, please submit photographs or reduced copies.
  - **Email** – Email your entry form and labeled pdfs for each piece (screenshots for online campaigns and/or URLs) to Lauren Blitz, [laurenb@rsvpadvertising.com](mailto:laurenb@rsvpadvertising.com). Please put "RSVP Marketing Trailblazer Award Submission" in the subject line. If your file exceeds 10MB, please call Lauren on (248) 596-8643 for further direction.

Please note: Entries will not be returned and may be shared with the Network via digital and print channels.

## Judging

The decision of the Home Office panel of judges will be final. The number of qualifying entries will determine the number of awards presented. Winner will be notified at the 2025 Annual Awards Event in January.

For more information, please contact Lauren Blitz, [laurenb@rsvpadvertising.com](mailto:laurenb@rsvpadvertising.com) or call her on (248) 596-8643.

# RSVP Marketing Trailblazer Award Entry Form

One entry per form is required.

RSVP Franchise Member: \_\_\_\_\_

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

Person submitting entry if other than Franchise Member: \_\_\_\_\_

## Please answer the following questions

1. Provide a brief summary of the campaign with the following information:

- What was the objective of the campaign?

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- Who was your target audience/market for your campaign? \_\_\_\_\_

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- What are the key messages you are communicating? \_\_\_\_\_

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- What was the offer? \_\_\_\_\_

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- **What were the results?** Please include specific metrics for the campaign.

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- What was the actual sales value (if any) from the campaign? \_\_\_\_\_

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2. List the specific marketing communication channels used and the timeline of your campaign's deployment.

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3. What was the budget? (Please include internal and external costs.) \_\_\_\_\_

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4. Describe how you measured results based on the goals/objectives established for the campaign.

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