



Silver Medal Award Qualifications

Each year, AAF Greenville members are invited to nominate a deserving individual for the Silver Medal Award, the highest honor awarded by the American Advertising Federation's (AAF) local clubs. The American Advertising Federation's Silver Medal Award program was established in 1959 to recognize men and women who have made outstanding contributions to advertising, been active in furthering industry standards, exhibited creative excellence and demonstrated responsibility in areas of community development.

Nominees are not required to be a member of AAF Greenville. Nominations are reviewed by a panel of judges that includes former Silver Medal Award Recipients, as well as current and past AAF Greenville Presidents and Board Members. Judges use the following criteria when making their selection:

- *Contribution to His/Her Company:* The recipient must have achieved success in one of the following areas of work:
 - Advertising agency, advertiser, broadcast or interactive media provider and/or advertising services.
- *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.

Completed forms must be submitted by January 21st for consideration and will be announced at the awards gala in February. Each criteria section must be completed in full to be considered. Please be as detailed as possible when describing the nominee's contributions. You may also include any additional information that does not fall within the required criteria that you believe will help the judges in their selection.

Completed forms can be emailed to info.aafgreenville@gmail.com or mailed to: AAF Greenville Attn: Silver Medal Nomination Committee P.O. Box 464 Greenville, SC 29602.



NOMINATION FORM

Nominee Information:

Name:

Job Title:

Organization/Company:

Mailing Address:

City:

State:

Zip:

Nominator Information:

Email:

Phone:

Please provide as much detail as possible for the Silver Medal Award Committee's consideration of your nomination. Additional pages may be attached if the space provided below is not adequate.

Contributions to Company

Creative Ability

Contributions to General Advancement of Advertising

Contributions to the Community

Additional Contributions

REMINDER:

*Entries must be emailed or postmarked on or before January 21st to be considered.
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Silver Medal Nomination Committee P.O. Box 464 Greenville, SC 29602*