

NIAGARA  
ENTREPRENEUR  
of the Year Awards 

# NOMINEE HANDBOOK

PRESENTED BY



# NIAGARA ENTREPRENEUR

of the Year Awards 

The Niagara Entrepreneur of the Year Awards (NEYA) honour enterprising people whose businesses have made significant differences in the community, and in our lives. The awards are a symbol of achievement for those innovative entrepreneurs who provide inspiration, exemplify excellence and carry out their unique vision.





# NOMINEE RESPONSIBILITIES

- **Preliminary Nomination:** Submit nominee's name and contact information at [www.niagaraentrepreneur.com](http://www.niagaraentrepreneur.com)
- **Detailed Nomination Form:** The nominee and nominator will receive a confirmation email with a detailed nomination form to collect important information like:
  - Any co-nominees
  - Award categories you are eligible for
  - 25 word description of your business(es)
  - When the primary business was established (MM/YYYY)
  - Website and social media coordinates for promotional purposes
- **Interview:** Once you have submitted your Detailed Nomination Form, you'll be contacted to schedule your interview with our Nominee Interviewer. This is the main body of your nomination package and the questions align with the judging criteria.
- **Supplementary Material (optional):** You may provide Nominee Interviewer with supplementary materials such as: brochures, videos, media coverage, other awards, etc. You must provide 4 copies in order for these materials to be considered with your application.
- **Addendum (optional):** If you feel that key points were missed in the interview, you will have an opportunity to provide a written addendum.
- **Attend the Nominee Recognition Event** (November 2016 – date TBD). This is when your photo will be taken for our program.
- **Attend the Gala Event** (Friday, February 25, 2017)

## **INFORM**

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Complete the Nomination form 1 (short) and 2 (long), which include details like a 25 word description of your business, your address, your social media handles (Facebook, Twitter, etc) and rank order which categories you would like to be considered in. See page 8 for a list of categories and criteria. Form 1 and form 2 must be completed by August 5, 2016.

## **INTERVIEW**

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Nominees are required to complete an interview with our Lead Interviewer. You will be contacted to schedule your interview once we receive your completed form 2. The interview is the main body of your nomination package. You will also be required to supply your interviewer with 4 (four) copies of any supplementary material that you feel improves or supports your nomination (ex: brochures, press coverage, other awards). You will also have the opportunity to supply a written addendum should you feel you missed key points in your interview.

## ★ ATTEND NOMINEE RECOGNITION EVENT

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Attend the Nominee Recognition Event. This is a wine and cheese event that will take place in the fall. At this event, we will formally announce this year's Nominees and take in a panel session of Niagara's industry leaders. Each nominee receives 2 complimentary tickets (non-transferable) to this exclusive, invite-only event.

November 2016

## 🌀 ATTEND GALA EVENT

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Attend the Gala Event. Held in February, this is the big reveal at which we announce the Award Recipients. The event includes a reception, 4-course dinner and an after party featuring live entertainment. Tickets go on sale immediately after the Nominee Recognition Event at early bird pricing of \$105/each. Regular price tickets are \$120.

February 25, 2017

# THE EVENTS

## THE NOMINEE RECOGNITION EVENT

In the fall we host a special event to honour and reveal the current year's nominees. Nominees receive two non-transferable, complimentary tickets to the event. This event is not open to the public; Nominees, NEYA Alumni, Stakeholders and Key Business people are invited to attend. Nominees are presented with a nomination plaque. Nominees are expected to attend. Our photographer will take your head shot (at no charge to you) for all of our promotional materials.

## THE GALA DINNER

The Gala Dinner is held in February and is the event at which we announce the award recipients. The event typically draws 500 of Niagara Business leaders. Early Bird tickets are \$105+tax each and \$120+tax regular price. The Gala event tickets include a reception, 4 course dinner and after party. Tickets are not complimentary to this event. The expectation is that all nominees attend the Gala Dinner. You will be prepped for how to accept should you be the award recipient.

# JURIED AWARDS CATEGORIES

## YOUNG ENTREPRENEUR AWARD

Young Entrepreneurs who have demonstrated entrepreneurial creativity with excellent prospects for continued growth are celebrated in this category. Nominees must be 29 or younger as of January 1, 2016.

## EMERGING ENTREPRENEUR AWARD

This award recognizes entrepreneurs who have demonstrated entrepreneurial success and excellence in their new enterprise. Their business must be between 2 - 5 years old as of January 1, 2016.

## ESTABLISHED ENTREPRENEUR AWARD

Successful entrepreneurs in an established enterprise will be represented in this category, which will be based on their longevity and track record of success. Their business must be at least 5 years old as of January 1, 2016.

## FAMILY ENTREPRENEUR AWARD

This award is presented to one or more entrepreneurs of a family owned business of 2 successive generations or more, who have adapted the business to current markets.



## **INNOVATIVE** ENTREPRENEUR AWARD

The recipient of this award will be an entrepreneur(s) who has recognized an opportunity and developed an innovative solution to a problem, or created a market where there was none before. Business must be at least 2 years old as of January 1, 2016.

## **INTERNATIONAL** ENTREPRENEUR AWARD

This award represents Niagara entrepreneurs who have successfully entered the international marketplace, or have significantly increased their international presence through entrepreneurial business activities. Business must be at least 2 years old as of January 1, 2016.

## **TECHNOLOGICAL** ENTREPRENEUR AWARD

This category celebrates entrepreneurs who have developed a new technology, or led the advancement of existing technology to benefit an enterprise. They will be awarded for their achievements, entrepreneurial spirit and scope of technological impact. Business must be at least 2 years old as of January 1, 2016.

## **ENVIRONMENTAL** ENTREPRENEUR AWARD

The environmental award recognizes entrepreneurs who have demonstrated entrepreneurial success with a product, service and/or system that has made a positive impact on the environment. Business must be at least 2 years old as of January 1, 2016.

## **TOURISM AND HOSPITALITY** ENTREPRENEUR AWARD

This award recognizes entrepreneurs whose approach best represents entrepreneurial success in Niagara's Tourism and Hospitality industry (i.e. attractions, restaurants, hotels, wineries, etc.). Business must be at least 2 years old as of January 1, 2016.

## **AGRICULTURAL AND HORTICULTURAL** ENTREPRENEUR AWARD

The award recipient will embody the spirit of entrepreneurship, demonstrating success while making a positive impact on Niagara's agriculture and/or horticulture industries. Business must be at least 2 years old as of January 1, 2016.

## BENEFITS OF BEING A NEYA NOMINEE

Exposure of your business through local media channels including our website, 610 CKTB, Cogeco Cable, Twitter, and Facebook. We work hard to gain exposure for NEYA Nominees so that we can spread the word and garner positive attention for you and your business.

As part of the business community in Niagara, Nominees will benefit from being recognized amongst the areas most successful business leaders.

## BENEFITS OF BEING NEYA ALUMNI

Award recipients become members of a prestigious group of NEYA Alumni. Benefits of being an Alumni include:

- Annual complimentary ticket to the Nominee Recognition Event
- Promotion on our website (including link to your website)
- Potential speaking engagements and recognition
- Brock University - Goodman School of Business event invitations and course offerings.

## NEYA STAFF

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**Krystle Caputo**

Program Director

289-241-5190

[krystle@niagaraentrepreneur.com](mailto:krystle@niagaraentrepreneur.com)

**Jessica Potts**

Director of Community Engagement

289-968-4179

[jessica@niagaraentrepreneur.com](mailto:jessica@niagaraentrepreneur.com)

**Greg Miller**

Interviewer

905-931-3622

[nominations@niagaraentrepreneur.com](mailto:nominations@niagaraentrepreneur.com)

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