

ICSC U.S. Foundation Retailer Community Support Award

Entry Deadline: March 20, 2018

www.icsc.org/foundation



ICSC U.S. FOUNDATION RETAILER COMMUNITY SUPPORT AWARD



Retailers are in the business of fulfilling the wants and needs of their customers. Many retailers go beyond what the customer wants to address the unique challenges their customers face. These retailers leverage their special role in their customers' lives to give back to their communities. The ICSC Foundation is proud to recognize these commendable efforts with the Retailer Community Support Award.

The ICSC U.S. Foundation Retailer Community Support Award recognizes the charitable initiatives of retailers, and provides grants to the community causes they support. The winner will be recognized at RECon 2018 on Sunday, May 20th and its partner charity will receive a \$10,000 donation from the ICSC Foundation.

The Retailer Community Support Award winner will be automatically entered into a global competition for the prestigious Albert Sussman International Community Support Award. The winner will be recognized at RECon and its partner charity will receive an additional \$15,000 donation from the ICSC Foundation.

RULES & ELIGIBILITY

WHO SHOULD ENTER

We welcome all entries by retailers, and nominations from their respective shopping centers.

HOW TO SUBMIT

All entries must be submitted online. Each entry must include a fully completed entry form along with an accompanying letter from the collaborative/benefitting charity. Supporting materials should be uploaded in the appropriate section where indicated. Applications must be in English.

DEADLINE

All entries must be submitted by Tuesday, March 20, 2018

ENTRY FEES

The ICSC Foundation Retailer Community Support Award program is free to enter.

ELIGIBILITY DATES

The campaign must have been implemented between January 1, 2017 and January 31, 2018

ELIGIBILITY

Qualified applicants are those that identify a specific need and create or participate in a campaign that addresses that need. Superior applications are those with programs or campaigns that are designed with good intention and are planned, executed and facilitated with genuine commitment to the cause and community

RULINGS AND JUDGING DECISIONS

The ICSC Foundation makes all eligibility rulings and reserves the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final. All entries become the property of the ICSC Foundation. By entering, all participants consent to the use by the ICSC Foundation of all the information provided in the entries for marketing or promotion purposes without any attribution, identification, right of review or compensation. All entrants agree to release and hold harmless the ICSC Foundation from and against any claim or cause of action arising out of participation in the contest. The ICSC Foundation may, within its sole discretion, require each award winner to sign and return an affidavit of liability and publicity release, in which each winner consents to the use of their application data and photo/video by the ICSC Foundation for advertising and promotional purposes, without any compensation, wherever lawful, as a precondition to acceptance of the award.

SELECTION CRITERIA**CREATIVITY AND INNOVATION**

The campaign demonstrates a creative project idea using innovative measures to select a charity or create a campaign that benefits its community.

PROGRAM MISSION

The campaign agenda has strong altruistic merit, and is formulated to become a better corporate citizen through an act of advocacy and/or charity that benefits their target community. The campaign attempts to create positive change and/or offer support.

COMMUNITY IMPACT AND EFFECTIVENESS

The project's intent and goal are a direct reflection of the community's need. The campaign has clear objectives of increased community support and/or awareness in the target community. Application successfully demonstrates ability to use the project as a tool to benefit the community either through monies donated, social service offered (i.e. heightened awareness of an issue), or combinations thereof.

FACILITATION AND IMPLEMENTATION

Application demonstrates superior organization and planning as well as continued follow through to project completion. Application describes teamwork and collaborative measures in project facilitation. Applicant's use of the retailer's related resources to enhance their ability to achieve results.

HOW TO SUBMIT YOUR ENTRY

YOUR ENTRY MUST BE SUBMITTED ONLINE according to a specific format, as outlined herein. Register with your e-mail address and create a password online. You only need to register once and you can use your e-mail and password in the future.

FILE UPLOADS

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable or loadable after the upload is complete.

ADD TO CART

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can edit, change or print your entry.

DESCRIPTION OF ENTRY

The Description of Entry is used to compose commentary about the finalist and winning entries (max.1,050 characters). The Description of Entry will be available for viewing by the judges.

SUMMARY SECTION

The following questions highlight those points that explain why your campaign is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your campaign and should be concise. We recommend bullet points rather than narrative paragraphs.

Note the maximum word counts for each question is 2,300 characters with spaces.

- Describe the focus of your community support campaign and how it aligned with the needs of the community or communities served?
- What is the name and mission of the charitable organization that benefitted from your campaign and why did you select that organization?
- Describe in detail the components of your campaign and how it used your resources (customers, suppliers, employees, management, mall owner/management company etc.) to achieve the campaign's objective.
- Describe the campaign's results – both short and long term.
- How did your campaign make your company a better corporate citizen?

SUPPLEMENTAL INFORMATION

IMAGES FOR AWARDS PRESENTATION

Upload 5 images related to your entry

- These images will not be viewed by the judges and if your entry is awarded some of the images will be used to display your entry for the awards presentation.
- Accepted image file formats include: High Resolution: jpg, jpeg, png, gif

LETTER

Upload a letter written by a representative of the charity or cause you worked on behalf of describing the impact your campaign made.

File Format: Word document or PDF

VISUAL

- You may upload or link only one video file per entry.
- The file is limited to a maximum of five minutes of content. Judges will listen only to the first five minutes of the video.
- Video formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2
- You may provide raw footage or edited and narrated footage of the campaign as long as the video clip does not exceed the five-minute limit.

CONTACT INFORMATION

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