

Countdown to Raptor Awards begins

The fifth anniversary of the Raptor Awards will be marked with the introduction of a new category this year, the Raptor Awards for Excellence in Corporate Strategic Investment (CSI).

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The Raptor Awards, held under the banner of the Marketing Federation of Southern Africa (MFSA), recognize and reward sponsorship innovation and creativity (Sponsorship Excellence category) in the Southern African media and marketing industry.

Entries for the 2003 Raptor Awards close on 15 August and will culminate in a glittering banquet at the Theatre on the Track in Kyalami on 9 October.

"The primary objective of the Raptor Award is to recognize and reward those who use sponsorship - or partnership marketing - effectively to create a bond with the target audience, increase awareness of the brand and, ultimately, drive bottom line," said Raptor Committee chairman, Danie Malan.

"In the Sponsorship Excellence category, previously submitted entries, with no major updates or significant changes, will not be eligible. In both categories, no single project may be entered by more than one party while programmes cannot be entered without prior permission from either the sponsor or the community, charity or cause concerned," emphasised Malan.

Annie Williamson, a member of the Raptors Committee, added that cause-related programmes, where the focus was largely on benefits rather than results, could be entered either in the Sponsorship Excellence category or the CSI category.

"The CSI category has its own headings for the project summary (compared to the Sponsorship Excellence category). This new CSI category will also have its own elected judging panel," added Williamson.

Entrants are required to submit supporting material to the MFSA national office in Johannesburg on CD Rom or DVD.

Workshops will be conducted by Williamson in Johannesburg shortly to assist potential entrants with their entries.

Detailed information on entry requirements, judging criteria and entry fees may be obtained from the Marketing Federation of Southern Africa on (011) 482 1419, or, by visiting the website at www.raptorawards.co.za.

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