



New Business Application

This award is presented to the best new wedding industry service provider in Saskatchewan. This category is open to any and all business types who service the wedding industry. Business can be a store/shop, or an individual. This category is only open to businesses who have been in operation for less than 2 years and must demonstrate that they have/are currently serving the wedding industry and beyond the concept phase.

Company Name:

Personal Name:

Job title at the Company:

Mailing Address:

Email Address:

Phone #:

Date of Business

**Commencing (Date of
Registration or
Commencement of business
activities, must be under 2
years as of wedding awards
ceremony)**

DATE:

**Proof of legal business entity
(IE; business license number,
gst/pst number, or name
registration number.)**

If you are not the owner of the business, do you have permission to apply and have the owners been notified that you are applying on their behalf

☐ **YES**

☐ **I am the Owner**

General Rules of Entry

**Note: This award is for businesses with less than 2 years experience*

Eligibility

- *Awards are open to any business or individual servicing the wedding industry that is owned and operated within Saskatchewan.*
- *Entries must be a legally registered business within the province of Saskatchewan, and must be in operation for a minimum of 2 years at the time of the awards. This does not apply to entries in the new business award category.*
- *Entries may be asked and must be prepared to verify this information with documentation such as a business license, name registration, business number etc.*
- *Judges, Employees of Judges, their immediate families, advertising and promo agencies of SWIA are not eligible to enter the awards. Sponsors of the Awards are still welcome to enter the awards.*

Entries

- *Only one category per company. If your company offers multiple services, please enter in the category most suited to your business. Businesses will only be judged based on the category they enter regardless if they offer multiple services.*
- *All entries must be filled out in their entirety or risk the chance of being rejected.*
- *Information included in entries must be from the previous years works (such as photo's etc), unless otherwise noted. (IE: Jan 1 2023 – Dec 31 2023 for 2024 etc.)*
- *All entries are kept confidential, with only finalists and winners being announced.*
- *Failure to follow entry rules/details and instructions as listed on the application form may result in disqualification.*
- *Any entry, or portion there-of received after the deadline will be disqualified and/or not included as part of the application. Photo's or additional pdf's received after midnight of the deadline (Jan 31 11:59pm) will not be accepted. No portion of the application can be changed once submitted.*
- *Should an insufficient number of entries be received for any given category, SWIA reserves the right to cancel that category and will notify the entrants in that category.*
- *All entrants agree to abide by submission rules and must sign a standard release and an indemnity form.*
- *Previous year category winners are not permitted to enter in the same category the following year. Finalists are welcome to enter again.*

Judging

- *Judges, Employees of Judges, their immediate families, advertising and promo agencies of SWIA are not eligible to enter the awards.*
- *The judges are industry professionals across the province who have been selected based on their years of experience and knowledge in the wedding and event industry. Judges selected will not be current employees, immediate family members, advertising and promo agencies of the organizers/producers of the event.*
- *Judges have been specifically chosen to cover and represent different fields within the wedding and event industry as well as their extensive business knowledge. In order to eliminate bias scoring, all judges will score all applications regardless of their different field backgrounds.*
- *Judges that are found to be biased will be eliminated from the process, and their scores will not be counted.*
- *Judging is strictly voluntary, and judges are not paid for their involvement.*
- *Judges will not be revealed at any time either before or after the awards conclude for privacy purposes.*
- *By entering the SWIA, entrants agree with the judging and award system, and agree to accept the judges findings as fair.*
- *Judges decisions are final.*
- *No advance notice of winners will be provided for any reason.*
- *SWIA reserves the right to have two winners in a category in the event of a tie.*

How are the Entries Scored?

- *Scoring is based on a point system for each section of the application. Each question in the application is allotted a certain number of points. Judges award points for each question based on answers provided. Judges are looking for applicants that demonstrate professionalism, originality, excellent customer service, philanthropic efforts, business growth/ learning, skill and quality through answers/content provided in the application.*
- *Tip: *Ensure to fill out the application to the best of your ability, as the judging is based on the content provided in the application.*
- *Scores are sent by judges directly to a third party (non-wedding industry company) for tabulation to produce an overall score in each category, in which the finalists will be contacted.*
- *Physical scores will not be made available at any time to any of the entrants.*

Winners and Finalists

- *The top finalists in each category with the highest combined scores from the judges will be announced in advance of the event. Winners will be announced at the awards reception.*

- *Winners/Finalists will be provided with a finalist/winner badge that they are welcome to use to promote their success.*
- *Logo/Badge provided may not be altered in any way without the permission of SWIA.*
- *Prizes are accepted as awarded, and cannot be transferred to another company or individual*

By entering the Saskatchewan Wedding Industry Awards (SWIA), I hereby agree and abide by all rules as laid out by SWIA. Applicant agrees that SWIA organizers/producers/judges and subcontractors shall not be liable to the applicant or to any other person or entity for any general, punitive, special, indirect, for consequential or incidental damages, or lost profits, or any other damages, costs or losses arising out of the Saskatchewan Wedding Industry Awards, materials, errors/omissions, or products, including attorney's fees and related expenses of litigation and arbitration.

I agree and understand that by signing the Electronic Signature Acknowledgement and Consent Form, that all electronic signatures are the legal equivalent of my manual/handwritten signature and I consent to be legally bound to this agreement.

Date	
Signature	

General Questions

- 1. Please provide a brief description of your business/company. (200 word max)**
(Note: This description will be used in the program should you be a finalist)

2. What do you think sets you apart from your competition? (200 word max)

**3. Have you received any education and/or training in your business field?
Why/why not? If not, are you planning on taking something in the future? (200
word max)**

4. **What types of supports/services have you implemented to set yourself up for business success? (lawyer, accountant, business advisor, memberships, marketing, financing etc). (400 word max).**

- 5. What types of processes/procedures have you implemented as a business to ensure smooth operations as a business? (business plan, forms, operations, documented processes/procedures etc.) (300 word max)**

- 6. Describe how your company/business plans to be diverse and inclusive in the workplace/industry. (200 words max)**

7. Does your company/business plan to give back to the community through philanthropic efforts? ie; through volunteer efforts, donation of services, donation of products or monetary value, or by implementing philanthropy in the workplace. (200 words)

Field Specific Questions

1. Describe how you plan to grow/evolve your business in the wedding industry. How do you plan on achieving this? (300 words)

- 2. Describe how you prepare in advance for your clients wedding in regards to troubleshooting and/or being able to provide your service/product more effectively. le research, equipment, location, etc. (200 words)**

- 3. Specific to your product/service, how do you manage last minute changes on the wedding day? le timing, location, product/service change, troubleshooting (150 words)**

4. Please provide 5 photos of your store/work/team that showcase your business or things that set you apart from other wedding vendors AND please provide 1 form/document you have created for your business to ensure smooth operations.

Please attach all photo's/docs into this pdf. Do not send separately.

Please send all additional photos and documents in ONE additional pdf in addition to this application form to

Info@imagine-events.ca.

Multiple photos and attachments will not be accepted.