

# ADCOLOR Nominations FAQ

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## What is The ADCOLOR Awards?

The ADCOLOR Awards highlights and honors the achievements of Arab/MENA, African-American/Black, American Indian/Native American, Asian Pacific-American, Hispanic/LatinX, LGBTQ+ professionals and diversity and inclusion champions in the advertising, marketing, tech, PR, media and entertainment/music industries.

## When do nominations begin?

Nominations open in May. The deadline for submissions is July 2.

## What are the criteria and qualifications for The ADCOLOR Awards?

Each category has unique criteria. Please refer to the [ADCOLOR Nominations Portal](#) for details.

## What qualifies for Supporting Materials?

Supporting materials provide us with a 360 view of the applicant. It can greatly increase their chances of being selected as a nominee. List of supporting materials include but not limited to: videos (YouTube, Vimeo), online portfolios, articles, creative work, published material, case studies, etc. **Files cannot exceed 200 MB.**

## Who decides who will be an ADCOLOR Award Honoree?

The ADCOLOR Awards Jury is comprised of industry leaders, the ADCOLOR Board of Directors and Advisory Board members, as well as previous ADCOLOR Honorees.

## How can I nominate someone for an ADCOLOR Award?

Nominations must be submitted online at [nominations.adcolor.org](https://nominations.adcolor.org).

## Do I really have to fill out the whole nomination form?

Yes. Incomplete submissions will not be considered.

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## Can I go back and edit my nomination once it is submitted?

No. A submitted nomination cannot be edited. You may edit a partially completed nomination as long as you don't submit or clear the cookies in your browser. Refer to the [Instructions Manual](#) to ensure that you complete the application appropriately.

## Can I just call you or send an email with the name of the person I'd like to nominate?

No. We need a complete nomination form that is submitted through the nomination portal to consider your applicant for a nomination.

## I want to nominate someone, but can I remain anonymous?

No. We need to know who you are in case we need more information about the applicant.

## Does it help if many people nominate the same person?

No. In fact, it sends a negative impression if there is evidence of an organized campaign to send multiple nominations for the same candidate.

## Can more than one nominee from the same company be honored?

You can nominate multiple individuals from one company, but not in the same category. Also, you cannot nominate the same individual in multiple categories.

## How does the process work?

After we receive all nominations, the ADCOLOR team reviews the nominations to ensure they are 100% complete. The top three nominees will be chosen by the ADCOLOR Awards Jury and will be announced in **July**. ADCOLOR will announce one honoree for each of the following categories live at the awards show in **October 2021**: Rising Star, Change Agent, Rockstar, Innovator, Most Valuable Partnership (MVP), ADCOLORin Tech, ADCOLORin Music, ADCOLOR | TikTok Creator (new categories!) and Ad of the Year. The following categories are pre-selected by the ADCOLOR organization and its Board of Directors: Beacon, Catalyst, Advocate and Legend. The One Club chooses the Creative Award recipients.

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and the Lifetime Achievement Award is in conjunction to the annual AAF Hall of Achievement inductees. We strive to have a diverse list that represents a broad spectrum of demographics and industries.

## Can I contact you to see how my nominee is doing in the judging process?

Due to the volume of nominations we are unable to give status reports. If we need any further information, we will contact you. We appreciate your patience during the judging process.

## When will ADCOLOR publish the names of the nominees?

The ADCOLOR Nominees will be announced across our platforms and will be published on [adcolor.org](http://adcolor.org) the following day of the event.

## What do you look for in an honoree?

We require honorees to have a strong Rise Up and Reach Back™ history of accomplishments. Applications should include a strong summary and supporting materials that exemplify the Rise Up and Reach Back™ credentials of a nominee.

### **Rise Up and Reach Back™ Defined:**

**Rise Up:** How has the nominee gone above and beyond in their career?

*E.g.: Notable accomplishments, clear business results, awards and recognition in the field.*

**Reach Back:** How has the nominee gone out of their way to help others?

*E.g.: Extent of involvement, influence on peers and impact of involvement on his/her organization, industry and /or community.*

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## What are the benefits and requirements of being an ADCOLOR Nominee?

The ADCOLOR Award is one of the most noted honors given in the industry. A recipient of an ADCOLOR Award is recognized for their achievements and contribution to the industry. The top three selected nominees are celebrated at the ADCOLOR Awards. Nominees will be:

- Asked to provide a professional headshot that will be used in all of our promotional materials
- A complete bio
- A signed nondisclosure agreement

### Nominees must be:

- Available to attend the 15<sup>th</sup> Annual ADCOLOR Awards
- If you cannot attend, your name will be removed from the list of Nominees.

### All nominees:

- Are given one ticket to the [ADCOLOR Everywhere](#)

## I was not picked for an ADCOLOR Award. Can you tell me why?

With hundreds of applicants and a limited number of nominee slots, the majority of applicants are not awarded. Due to this volume we are unable to provide an explanation as to why you were not picked. However, we encourage you to stay involved with the organization beyond the ADCOLOR week and do nominate again next year!