## A green silhouette of a person running with flowers Description automatically generated

## FTD Marketing Award *Nomination Form*

This award honors an FTD Member who demonstrates innovation in marketing and business development, serving as a model for all FTD Members.

1. Implements successful and innovative marketing campaigns that directly influence sales.
2. Promotes the shop as a brand name and highlights its partnership with the FTD brand through all marketing and advertising efforts to raise awareness and drive business to the shop.
3. Implements regular promotional outreach initiatives successfully.
4. Is recognized within their community and market due to successful marketing and communication programs.

*Prize: $500 FTD Marketplace or FTD Flower Exchange Shopping Spree (Value: $500)*

**Nominee Information**

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| --- |
| Name: |
| Member Number: |
| Shop Name: |
| Address: |
| City: |
| State/Province: |
| Zip/Postal Code: |
| Country: |
| Daytime Phone: |
| Email: |

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| **Please share the nominee’s personal floral history.**  *(Examples: How the nominee joined the industry. Any key family connections or fun facts.)* |
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| **How does the nominee implement successful and innovative marketing campaigns that directly influence sales?**  *(Please provide specific examples.)* |
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| **How does the nominee promote the shop as a brand name and highlight its partnership with the FTD brand through all marketing and advertising efforts to raise awareness and drive business to the shop?**  *(Please provide specific examples.)* |
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| **How does the nominee implement regular promotional outreach initiatives successfully?**  *(Please provide specific examples.)* |
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| **Is the nominee recognized within the community and market due to successful marketing and communication programs? If so, how?**  *(Please provide specific examples.)* |
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| **Industry References**  *(Please provide names and contact information to support your nomination.)* |
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| Nominated by: |
| Daytime Phone: |
| Email: |
| Affiliation to Nominee: |

Nominators are urged to be as thorough as possible when filling out the nominee information and should include industry references to support the nomination. Supporting materials (a maximum of three pages) are encouraged and should be submitted with the completed nomination form.

The nomination form and all supporting materials must be emailed to [FloristRelations@FTDi.com](mailto:FloristRelations@FTDi.com).

**The deadline for accepting all FTD Member Award nominations is Tuesday, July 15, 2025.**

Winners will be contacted in person in August and featured in the Q4 2025 Newsletter, *Mercury Messenger*.