

2012 SIGNATURE AWARD ENTRY FORM

ENTRY INFORMATION FOR 2012:

- **You must include a CD with electronic images of your entry. This CD will be used for images for the magazine only. Do not put materials you want the judges to review on this CD.**
- **There are separate entry forms for provider and sponsor-entered categories. Please be sure to fill out the appropriate forms.**
- **Do not mount your entries.**

General Information:

- Early Registration Deadline: **May 25, 2012**
 - \$100 for each PSCA Member Company Entry
 - \$200 for each PSCA Non-member Company Entry*
- Final Registration Deadline: **June 22, 2012**
 - \$150 for each PSCA Member Company Entry
 - \$250 for each PSCA Non-member Company Entry*
- Eligible programs include all education campaigns implemented in 2011 – even if the program carried into the first quarter of 2012.

Application Instructions:

1. **Submit two completed registration forms and one hard-copy set of entry materials for each entry.** Payment is required for each entry. Number of eligible employees at the plan sponsor company **is required**.
2. Complete the Measuring Results Worksheet to the best of your ability. You can measure results for your entire plan or for a specific targeted audience.
3. Keep a copy of the form and mail the originals to PSCA.
4. Winning entries will be spotlighted in our annual Signature Awards Magazine. You **must** include a CD with electronic images of your entry such as posters, banners, mailers, etc. If you do not submit electronic images with your entry and your campaign is selected for an award, the campaign will be included in the magazine but will not include a picture.
 - Image Requirements:
 - High-resolution images
 - .eps or .tif format only.
 - **No PDFs!!!**
5. Please CLEARLY label all materials and complete all payment information.

Award Information:

- Signature Award winners will be announced and honored at the 65th annual National Conference in New Orleans, La., on September 12, 2012.
- Winning campaigns will be featured in our annual *Signature Awards Magazine* that will be available after the awards are announced at the National Conference.
- PSCA will send out a press release to the media on the day that the winners are announced.

*For membership information, contact PSCA at 312-419-1863 or psca@psca.org

Plan Sponsor Company Name:

I. PLAN SPONSOR COMPANY INFORMATION:

Plan Sponsor Name:					
Industry:		Number of Eligible Employees:			
Contact Name:		Title:			
E-mail Address:		Corporate Office Headquarters:			
Address:					
City:		State:		ZIP:	
Telephone		Fax:			
Local Newspaper Name:					

Please provide contact information below for the congratulations letter that will be sent for each winning entry.

Executive Name and Title					
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:	()	Fax:	()		

II. SERVICE PROVIDER COMPANY INFORMATION:

Provider:					
Contact Name:		Title:			
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:		Fax:			

Please provide CEO contact information below for the Congratulations Letter that will be sent for each winning entry.

CEO Name:					
E-mail Address:					
Address:					
City:		State:		ZIP:	
Telephone:	()	Fax:	()		

Plan Sponsor Company Name:

III. CATEGORY:

Please check the category for which this entry is intended. Please complete separate forms for each entry.

Core Campaigns:

- Increasing Plan Participation and Savings Rates
- Asset Allocation
- 401(k) Day
- Advice Campaigns
(Advice offerings to help participants make retirement plan decisions and to reach other financial goals)
- Conversion (includes changes from one provider to another and Mergers & Acquisitions)
- Explaining Plan and Investment Fees
- Financial Fitness: Helping participants with financial goals beyond retirement
- Language and Cultural Diversity
- New Media
- Onsite Events and Workshops
- Plan Design Changes (includes Roth, automatic features, changes to employer contributions, etc.)
- Preparation for Retirement: Communications for participants nearing retirement
- Retirement Readiness: Planning for retirement for all participants
- Train-the-Trainer Programs

IV. PAYMENT INFORMATION: Entrants may submit a check with the completed form, made payable to the Plan Sponsor Council of America, or pay with a credit card.

- I am paying with a check that is included with this form.
- I am paying with a credit card. Information is provided below.

Please check the payment amount you are submitting for this entry. Each entry must have a separate form.

- Early Registration - \$100 for each PSCA Member Company Entry (By May 4)
- Early Registration - \$200 for each PSCA Non-Member Company Entry (By May 4)
- Regular Registration - \$150 for each PSCA Member Company Entry (By June 1)
- Regular Registration - \$250 for each PSCA Non-Member Company Entry (By June 1)

Credit Card Information:

Company Name:					
Name on Credit Card:					
Card Number:					
Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> AmEx	<input type="checkbox"/> Mastercard	Expiration Date:	
Billing Address:				City:	
State:		ZIP:		Telephone:	
Signature:					

CHECKLIST FOR SIGNATURE AWARD ENTRY SUBMISSIONS

- I have submitted **two copies** of the completed entry form for each category I am entering to PSCA and kept one copy for my records.

- I have submitted **one complete hard-copy set** of campaign materials with each entry.
 - Materials include sample printed materials, CDs containing electronic communications, giveaways, and any other items you think will help your campaign be selected as a winner.

- I have submitted a separate CD with electronic images of my materials.
 - High-resolution images
 - .eps or .tif format only (**No pdfs!**)

- Payment information for each entry is included.

Please contact the PSCA at 312-419-1863 or psca@psca.org with any questions.

Plan Sponsor Company Name:

MEASURING RESULTS WORKSHEET

The Measuring Results Worksheet is a tool designed to help providers and sponsors demonstrate the success of the education programs. PSCA believes that needs assessments and analysis of results are critical components in any successful education campaign. Entrants who are able to demonstrate that these areas have been adequately addressed by their program will be given special consideration and recognition.

Important to Note:

- This worksheet must be submitted with your entry.
- Complete what you can on this worksheet, even if you do not have all of the information requested.
- Information can be provided on a plan level or for a targeted audience.

Part I. Plan Sponsor Company Information

Briefly describe your company in the space provided below:

Part II. Employee Information

Fill in the requested numbers and check where appropriate:

Number of eligible employees:		Number of targeted employees:	
Number of locations:		Average length of service:	
Average employee age:		Ratio of males/females:	
Average education level completed (check one):			
<input type="checkbox"/> Pre-HS	<input type="checkbox"/> High School	<input type="checkbox"/> Bachelor's Degree	<input type="checkbox"/> Graduate Degree

Please describe any unique aspects of your employee population:

Plan Sponsor Company Name:

Part III. Purposes and Goals of Program

Please add attachments to this form as needed.

Describe the purposes and goals of your program.

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Describe the challenges your campaign faced.

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Part IV. Campaign Planning

Did you perform a needs analysis prior to beginning your program?

Yes

No

Check the appropriate boxes to indicate type of data collection.

<input type="checkbox"/> Focus Group	<input type="checkbox"/> Phone Interviews
<input type="checkbox"/> One-On-One Interviews	<input type="checkbox"/> Plan Data
<input type="checkbox"/> Payroll Data	<input type="checkbox"/> Surveys
<input type="checkbox"/> Other (please describe):	

Were there any unique aspects to your needs analysis? Please explain.

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Plan Sponsor Company Name:

Part V. Your Education Program

Date program was initiated:

Date program was completed:

Indicate the tools and media used in your program. (Examples: CDs, Intranet, on-site events, live or recorded online meetings, print materials, personalized forms)

Indicate the topics addressed in your program:

Indicate your average cost per employee to implement the program:

\$

Plan Sponsor Company Name:

Part VI. Qualitative and Quantitative Results

Results speak volumes about the success of your campaign and will be an important aspect of the judging. Please complete the sections relevant to your campaign.

Describe employees' general asset allocation (if relevant to your campaign):

	Before the program	After the program
Stocks	0%	0%
Bonds	0%	0%
Cash / Capital Preservation	0%	0%
Balanced / Asset Allocation	0%	0%
Life Style/ Life Cycle / Target Funds	0%	0%
Professionally Managed Accounts	0%	0%

**Indicate your estimate of employees' level of financial literacy:
(Before and after totals should equal 100%)**

	Before the program	After the program
Percent of employees with little or no investing knowledge	0%	0%
Percent of employees with some investing knowledge	0%	0%
Percent of employees with solid investing knowledge	0%	0%

Indicate retirement plan participation rate and average deferral levels:

	Before the program		After the program	
	Plan	Target Group	Plan	Target Group
Plan Participation Rate	0%	0%	0%	0%
Average Savings Rate	0%	0%	0%	0%

Plan Sponsor Company Name:

Indicate other measures of success not mentioned yet:

Measurement	Before the program	After the program

Describe why your campaign was a success. Your answers should relate to your answers in Section III through VI. (Attach additional pages if needed.)