



2025 Suffolk Library Marketing Award (SLMA) Application Instructions

Recognizing the Best Marketing Campaign by a Public or Academic Library in Suffolk County, New York

Sponsored by the Library Marketing Committee of the
Reference and Adult Services Division, Suffolk County Library Association

What is a Library Marketing Campaign?

A library marketing campaign consists of specific activities designed to increase awareness of a product or service, generate a specific action (such as program registration) by the target audience, or increase awareness of the library in general. Marketing campaign activities can include planning, design, creation, and production of printed literature, advertising, online and website assets, social media, email marketing, events, public relations, outreach, and assessment.

Eligibility

Any department of a public or academic library in Suffolk County may submit a 2025 SLMA application for a library marketing campaign that was initiated between October 1, 2024 and August 31, 2025.

Application Description

Each application must include:

An official SLMA application form with all questions answered.

A concise descriptive **narrative summary** of each of these four aspects of the campaign:

- **Assessment and Planning** – Describe the concept and goals for the campaign. *Example:* A campaign designed to promote awareness and usage of a new service or a short-term program provided by your library.
- **Execution and Implementation** – Describe activities, materials and assets planned or used in the campaign. This can include fliers, newsletters, email marketing, advertisements, public relations, press releases and media outreach, posters, web pages, social media, etc. Provide images, photographs of events, activities, realia, etc., that are used in the campaign. Include anything that will help the judges to understand and assess your campaign.
- **Creativity** – Describe unique ideas, activities, and “out of the box” tactics that are used in the campaign.
- **Measurement and Evaluation** – Describe the target goals and post-campaign evaluation of the results. Include usage statistics (data and/or charts), website analytics and metrics, testimonials, personal communications and anecdotal comments, media hits (publications and articles), etc. The data and materials you provide should enable the SLMA judges to evaluate the overall quantitative results of the campaign.

Examples of assessment points:

- impact on, and receptiveness to the campaign by the target audience
- level of success in transmitting the key campaign messages
- emotional and functional benefits the campaign delivered
- effectiveness (or lack of effectiveness) of the tactics used in the campaign
- lessons learned; things you would do differently in future campaigns

What to Include in Your Submission

Include all materials and examples used in the marketing campaign that will assist the judges in assessing your application for the SLMA.

Supporting materials can include any of the following:

- Promotional materials
- Photographs, graphics, and images
- Public relations media hits
- Advertising clippings
- Testimonials
- Screen shots of web sites, email marketing messages, social media posts, or other online/electronic promotions.
- Links to live web pages, videos, and other electronic materials

How to Submit Your Entry

- **The application submission deadline for the 2025 SLMA is Friday, September 12, 2025.**
- Send completed applications and supporting documentation by email to **James.Garvey@nenpl.org**. Include the **name of your library** in the subject line of each email you send. A confirmation email reply will be sent when your application is received.
- A maximum of **two entries per library** may be submitted.
- Incomplete or late entries will be disqualified.
- The committee reserves the right to extend the deadline at its sole discretion

Selection and Announcement of the Awards

- Judging will take place between **September 15** and **October 1, 2025**.
- Awards will be announced to the public and presented to the First Place, Second Place, and Third Place winning libraries at the annual Suffolk County Library Association (SCLA) Dinner, tentatively scheduled for Thursday, October 23, 2025. Honorable mention winner(s) may be included in the awards at the sole discretion of the Library Marketing Committee.
- The contact listed on winning entries will be notified as soon as possible after judging is completed in early October, 2025, prior to the awards ceremony, to assist you in planning for attendance at the SCLA dinner.
- Judging will be completed by two or more marketing professionals in the library industry and other industries.

Questions? Please contact the Library Marketing Committee:

Chair: Jim Garvey, Northport-East Northport Public Library
james.garvey@nenpl.org 631-261-2313, ext. 212
or

Co-Chair: Anastasia Bazilevskaya, Brentwood Public Library

RASD Library Marketing Committee website: <https://scla.net/rasd/librarymarketing/>



2025 Suffolk Library Marketing Award - Application Form

Please complete the following information. Attach as many pages as you see fit with additional narrative details, descriptions of marketing activities, and examples/exhibits including photos, screenshots, links, etc.

1. CAMPAIGN INFORMATION	
NAME OF MARKETING CAMPAIGN	
CAMPAIGN DURATION - Length of time for the campaign. Include start date and end date (or ongoing).	
PROJECT NARRATIVE – Assessment and planning, goals, ideas, execution, evaluation, and creativity. Submit additional pages to complete this section.	
2. LIBRARY INFORMATION	
NAME OF LIBRARY	
LIBRARY CATEGORY - Any department of a public or academic library in Suffolk County may enter the competition. Indicate your library category: Public Library _____ Academic Library _____	
STREET ADDRESS OF LIBRARY	
TOWN	ZIP CODE
LIBRARY TELEPHONE NUMBER	FAX NUMBER (OPTIONAL)
LIBRARY DIRECTOR'S NAME	
CONTACT PERSON'S NAME FOR SLMA ENTRY	TITLE
EMAIL ADDRESS	TELEPHONE NUMBER
POPULATION OF THE LIBRARY'S DISTRICT OR SERVICE AREA. Based on the most current available data.	

3. PROJECT PARTICIPATION

PROVIDE AN OVERVIEW OF THE DEVELOPMENT & IMPLEMENTATION OF YOUR MARKETING CAMPAIGN. Submit additional pages to complete this section.

4. PROJECT SUPPORT

DID YOU USE THE SERVICES OF OUTSIDE PROFESSIONALS ON THIS CAMPAIGN? For example: a marketing or public relations firm, media production company, or freelancers.

Yes _____ No _____

(If YES, include estimated costs of services in your narrative.)

Please describe the professional services provided in your narrative. Include an estimate of the percent of project work done by library employees. Submit additional pages to complete this section.

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