Justification Letter

Dear Name,

We have launched some fantastic communication campaigns in the past couple years. Let’s celebrate our organization’s success by entering IABC London’s Virtuoso Awards for excellence in communications, marketing and creativity! I would like to request approval and funding to submit our campaign “NAME OF CAMPAIGN” for a 2020 Virtuoso Award.

For 25 years, the London chapter of the International Association of Business Communicators has recognized the dedication, innovation and passion of communicators through its Virtuoso Awards. Virtuoso Awards is southwestern Ontario’s premiere professional awards program celebrating excellence in communications and the best in creative strategy and design.

If our entry wins, we will receive a complimentary Virtuoso Award statuette and our organization will also be recognized at the annual Virtuoso Awards Celebration in June. If our entry is considered one of the “Best of the Best,” we may even be asked to present a Virtuoso Award-winning case study event or webinar. Our organization will also be highlighted on the IABC London website and on social media.

Even if we don’t win, we’ll receive valuable feedback from senior communications professionals — most of whom have earned Virtuoso Awards themselves. All evaluators are trained to evaluate entries against established criteria aligned to IABC’s Global Standard of the communication profession.

The sooner I receive approval, the sooner I can enter and save on entry fees.

Early-bird deadline: Friday, February 14, 2020 at 4:30 p.m. ET  
Standard deadline: Friday, February 28, 2020 at 4:30 p.m. ET  
Late deadline: Friday, March 20, 2020 at 4:30 p.m. ET

**ENTRY FEES**

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| --- | --- | --- | --- |
| **Entrant** | **Early-bird Deadline** | **Standard Deadline** | **Late Deadline** |
| ***IABC Members*** | $80 CAD | $100 CAD | $130 CAD |
| ***Non-members*** | $100 CAD | $120 CAD | $150 CAD |
| ***Students*** | $50 CAD | $50 CAD | $50 CAD |

Please let me know when I can begin our entry!

NAME

TITLE