**IW Chamber Business Awards 2025  
 *PLEASE READ BEFORE PREPARING YOUR SUBMISSION*  
  
Please use this Word document as the outline for your submission. Read the guidelines carefully and then answer each question as outlined below, keeping in mind the weighting and the marks allocated to each question.**

Please type your entry into this Word document. This is designed to receive your entry; please do not reformat this template or delete the questions or group your answers in any way, otherwise your entry may become impossible to judge. Please remember your entry is primarily a text document and not a designed presentation.

Please note the maximum word count is 2,000 words per entry. The word count for the answers submitted in your entry should not exceed 2,000 words and this word count does not include the introduction section or terms and conditions. The word count will be measured solely on the numbered questions and the answers you provide. If your entry exceeds this word count it will not be accepted and you will not be notified.

Please make sure that you answer every question. Judges will be awarding points based on the scoring system as outlined, so please make sure that your submission clearly answers each individual question in turn. Incomplete entries will not be judged.

Once completed, email your document to [awards@iwchamber.co.uk](mailto:awards@iwchamber.co.uk)

**Creative Impact Award**sponsored by Medina Publishing

This award recognises our Island’s flourishing creative sector and the impact that quality and imaginative content can deliver to business and the wider community.

This award category is aimed at businesses that can show how innovative and outstanding creativity produces remarkable results on the Island and wider afield. The creative content can be in any form - delivered through social media, the web, film, gaming, broadcast, performance, theatre, musical productions, publications, advertising, fashion, art, PR campaigns and design.

You might be a creative agency bursting with ideas, where you can clearly demonstrate the impact your work has had on the reach and bottom line of your client(s). Alternatively you might be a business or organisation that is using creative content to reach the wider community – spotlighting diversity, offering creative experiences to new audiences, supporting new voices, and nurturing the Island’s artistic community.

There’s a strong emphasis here on the impact of the creative work. This isn’t simply a “best in show” arts award, although obviously the quality of the product and content is very important. We’re crucially looking for evidence of how the creative work has reached a wider audience and impacted on customers and the community. It’s the Creative Impact award – and your entry should showcase how your creativity has increased profits, awareness, stakeholder engagement, participation or donations. This isn’t a “book of the year” or “best event” type of award – it’s all about recognising how compelling content can be transformative.

**YOUR ENTRY STARTS HERE….** Please answer each the sections below

**Company Name** –

Type text here

**Business Name** (if different to above, as you would like it to appear in publicity if shortlisted) –

Type text here

**Preferred point of contact** (name and email) -

Type text here

**Business Address** –

Type text here

**Company Registration Number –**

Type text here

**Introduction** – Tell the judges about your business and operations. Tell us what you do and who and where your customers are, and the community bases you serve. Give us some background on your organisation, team, and stakeholders. Tell us how you started your journey, how long you have been established, and any other information you believe is relevant.

Type text here

**Evidence required and scoring:** *Maximum total word count =* ***2,000***

1. **Demonstrate the creativity at the heart of your organisation. Provide examples of your content and show how you apply and leverage it to engage your audience and highlight your business and its products and services. (20 marks)**

Type text here

1. **Demonstrate with evidence the impact of your creative approach. How has your content contributed to the success, development and growth of your business or organisation? (25 marks)**

Type text here

1. **Show how your creative content is innovative, reaches a wide audience, and generates engagement and positive feedback with customers, stakeholders, the community, and other professionals in the creative space. (20 marks)**

Type text here

1. **What makes you exceptional in the way you work within the creative field? How do you stand out from other businesses and organisations in the way you use creative content? (25 marks)**

Type text here

1. **Sustainability. Tell us about the legacy and ongoing impact of your creative work. What are your plans for future development of content based on lessons learnt? (10 marks)**

Type text here

1. **Testimonials – (additional to word count) (0 marks)**

**7. Relevant content samples and external web links as appropriate - (Ensure these are relevant. If it’s important it should be referred to in your entry already) (0 marks)**

Type text here

Type text here

**Terms & Conditions (for entrants)**

1. All entries must be submitted via email and to the awards@iwchamber.co.uk email address.
2. The IW Chamber Awards are open to all businesses based on the Isle of Wight. Your business does not have to be a member of the IW Chamber.
3. A business must have completed its first full year of trading before entering for an Award.
4. Unless otherwise stated, your entry should reflect activity in the calendar year of 2024, from January 1st to December 31st 2024.
5. Entries will be judged by an independent and impartial panel of judges.
6. Entries will be treated in the strictest confidence but will be shared with the judging panel.
7. Entry to more than one category is permitted.
8. All businesses are entitled to enter two categories for no charge. Entries for any further entries will be charged at £110+VAT per category for IW Chamber members and £220+VAT per category for non-members.
9. There are no restrictions regarding entering a category which your business has won in the past.
10. Incomplete entries will not be judged.
11. The Isle of Wight Chamber of Commerce reserves the right to revoke an award from any applicant whose entry includes false information. Judges reserve the right to audit any information supplied.
12. The closing date for entries is 6.00pm on Friday 31st January 2025. No entries will be accepted after this time.
13. All submitted entries will be acknowledged via email within 4 working days.
14. Please type your entry into the downloadable Word document template. This is designed to receive your entry; please do not reformat this template or delete the questions or group your answers in any way, otherwise your entry may become impossible to judge. Please remember your entry is primarily a text document and not a designed presentation.
15. Please note the maximum word count is 2,000 words per entry. The word count for the answers submitted in your entry should not exceed 2,000 words and this word count does not include the introduction section or terms and conditions. The word count will be measured solely on the numbered questions and the answers you provide. If your entry exceeds this word count it will not be accepted and you will not be notified.
16. The shortlist of nominees will be published on-line at a pre-announced date and time. Shortlisted companies will be notified by email following the publication of the shortlist.
17. The decision of the judging panel is final, and no further correspondence will be entered into.
18. Feedback on entries will be available on request, after the awards have been presented in May.
19. Award winners will be announced at the IW Chamber Business Awards on Friday 9th May 2025.
20. No employee of the Isle of Wight Chamber of Commerce Group shall be entitled to enter.
21. By registering and completing an entry for the Awards you agree to these terms and conditions.