

NC Main Street Champion

What Makes a Champion?
Submitting a Nomination of Honor



The MS Champion Designation

The NC Main Street & Rural Planning Center is proud to annually recognize the efforts of dedicated individuals who have contributed to the success of the local programs across our state.

A non-competitive award, the NC Main Street Champion designation honors those persons who have made extraordinary contributions to their downtown.

The NC Main Street & Rural Planning Center will individually recognize Champions with a video presentation and commemorative certificates celebrating this special honor during the Annual NC Main Street Conference.





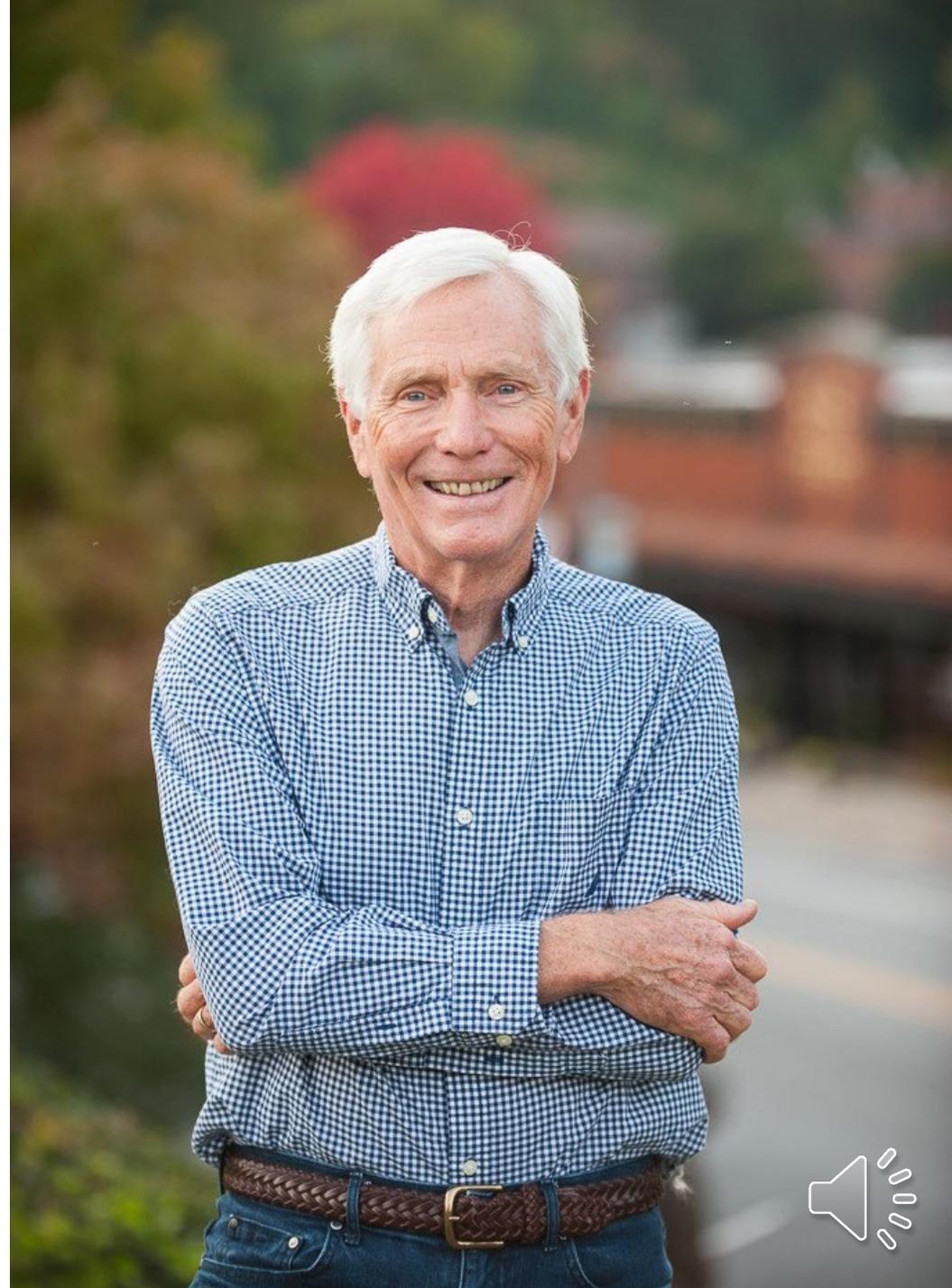
Who is Eligible to Nominate a Champion

- Only communities that are a designated NC Main Street community are eligible to nominate a Champion
- DAC and Small-Town Main Street communities may nominate once they move up to NC Main Street



Why Nominate?

Designating an NC Main Street Champion is a wonderful way to show your organization's appreciation for the efforts of a deserving person (or persons) who has/have gone the extra mile in working to make your downtown successful. A secondary benefit of designating a Champion is the opportunity it provides for generating goodwill and positive PR for your downtown program.



Nomination Criteria

NC Main Street Champions MUST

- Be a person or group of people
- Have made a **SIGNIFICANT** impact in the downtown or the downtown program, ideally over the last year
- Who went above and beyond their volunteer or job responsibilities



Nomination Limits

Once an NC Main Street Champion, always an NC Main Street Champion!

- If your program has previously honored someone as an NC Main Street Champion, that individual may not be re-designated by your program
- However, someone who received the designation from another community and has made significant contributions to your downtown's revitalization efforts may also be named a Champion by your program



Nomination Categories Include

Category	Example
An Individual	<i>John Smith</i>
A Couple	<i>John and Lucy Smith</i>
<i>Board of Directors</i>	<i>Board of Directors, Smallville Arts Council</i>
Owners of a Downtown Business	<i>John Smith</i>
Owners of a Property	<i>John Smith</i>
Governmental Council	<i>Board of Commissioners, Town of Smallville</i>
Departmental Staff	<i>Public Works Staff, Town of Smallville</i>



Nomination Categories Are NOT

Category	Example
A Municipal Entity	<i>Town of Smallville</i>
A Business	<i>Nil's Cafe</i>
Staff of a Business	<i>Nil's Café Staff</i> <i>Nil's Cafe and Staff</i> <i>John Smith and Staff</i>



Nomination Text

Text may not exceed 200 words.

Text must be in narrative style – no bullet points.

Text should include only information directly related to the Champion's contributions to downtown.

* Information on family, civic involvements or religious affiliation is not relevant to this designation.



Nomination Text

Text should provide enough detail to give a real sense of your Champion and his/her/their contributions to downtown.

Proofread your submission for content, grammar, and spelling before submitting online.

*The NC Main Street & Rural Planning Center reserves the right to edit the narrative text for length and content.



Nomination Photo

Please consider using a local photographer for your Champion's headshot.

Remember that these photos will be on the NC Main Street Conference website.

Make it your best shot!



Photo Resolution



The image is going on a BIG screen

FILE SIZE IS IMPORTANT



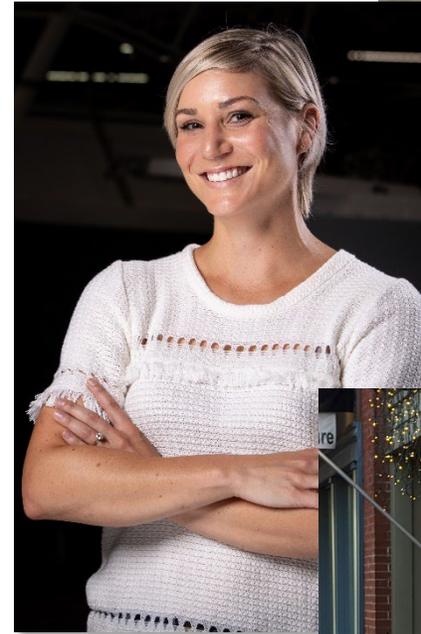
Photo Resolution

1. Photo must be 1024 x 768 pixels with a file size of at least 1MB or higher. (Sending in a low-resolution image may disqualify your nomination, so please make sure you have checked the image prior to submission)
2. Photo must be taken in good lighting. If taking a photograph outside, make sure the photographer's back is to the sun
3. Be cognizant about the background you use for the photo
4. Remember, this image is going on a website. Make it your best shot!



Photo Composition

1. Photo must be of the Champion(s) ONLY
2. We will not accept images that include any person(s) other than the Champion(s)
3. Do not crop a photo so that only the champion(s) is showing
4. Photo must be free of borders, labeling or date stamps
5. Photo must not be altered with Photoshop
6. Photo MUST BE SAVED in the following format
 - Town Name_Champion Name



Personal Style

**No
Sunglasses**



More Examples



More Examples

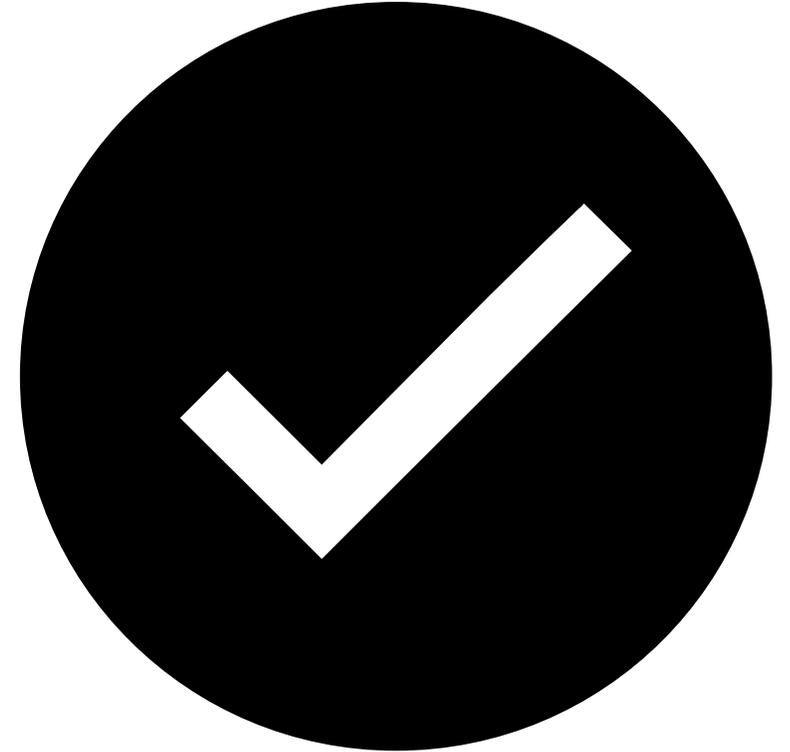


More Examples



Time to Submit

1. Your nomination will be submitted online
2. After you and someone else have proofed your nomination, copy and paste the text online
3. After you and someone else have verified the required resolution of the image and the required saving format, upload the image online
4. The online nomination form can be found via the link below or on our [website](#)



How to Cultivate Your Next Champion



Cultivating Champions is something that will help build support for your community AND sustain your efforts

We encourage each local program to review the recorded webinar, How to Cultivate a Champion on an annual basis

The video is located on the [Organization](#) page on our training [website](#). Link is below.

[How to Cultivate a Champion](#)

