



## GovMark COUNCIL

*Building Government IT Marketing Community*

### **Media Contact:**

Lauren Fischer

GovMark Council

(703) 883-9000 ext. 110

[lfischer@govmarkcouncil.org](mailto:lfischer@govmarkcouncil.org)

### **GovMark Announces Call for Nominations for Fifth Annual GovMarks Award Program**

*GovMark Council to Recognize Excellence in Government IT Marketing –  
New Award Category Honors Best Partner Marketing Campaign*

**Alexandria, Va., March 25, 2010** – [GovMark Council](#), a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market, today announced the fifth annual GovMarks Award program call for nominations. The awards recognize outstanding achievements in the government IT&T marketing community in 2009.

Open to industry and government submissions, the GovMarks will honor five successful marketing programs, including a new category recognizing high-value partner relationships. The GovMark Council will present awards in the following categories:

- Best Department of Defense (DoD) Marketing Campaign
- Best Federal Civilian Agency Marketing Campaign
- Best State and Local Government Marketing Campaign
- Best Creative Campaign
- Best Partner Marketing Campaign

In addition, GovMark Council will recognize the overall best marketing program of 2009. Organizations can submit their nominations via a concise, five-question online application.

“The Government IT&T marketing community has certainly embraced the change mantra of the current administration and it is reflected in an abundance of creative and innovative campaigns. Government and industry organizations are using social media and other non-traditional platforms to reach their target audiences,” said Caroline Boyd, general manager, GovMark Council. “We saw the beginning of some very different and edgy campaigns last year, and can’t wait to see what the innovative thinkers in our community have up their sleeves this year.”

Evaluated by an independent panel of judges, GovMarks Award nominations are graded based on a strategic approach to government marketing, creativity and innovation, potential for generating widespread public visibility, lead generation, as well as overall value in supporting business and/or revenue goals. Previous GovMark Awards winners include CDW Government LLC (CDW-G), Library of Congress, Research in Motion, and Symantec Corporation.

GovMark Council will accept award nominations through 5 p.m. EDT on Friday, May 7, 2010. The GovMark Council will present the fifth annual GovMarks to winners at a luncheon ceremony on Tuesday, July 13, 2010 in Tysons Corner, Va.

To submit an awards nomination or for additional information on the GovMarks Award program, please visit [www.govmarkcouncil.org/programs-awards.asp](http://www.govmarkcouncil.org/programs-awards.asp).

### **About GovMark Council**

The GovMark Council is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT marketing professionals. Visit the GovMark Council online at [www.govmarkcouncil.org](http://www.govmarkcouncil.org).

# # #