

# THE OUTDOOR GEOGRAPHIC AWARENESS AWARD

The First Annual Outdoor Geographic Awareness awards will be presented on Friday, August 8th, 2008 at 4:00 pm at Outdoor Retailer in Salt Lake City, UT by National Geographic Maps.

TOGA Awards will be considered annually in (4) separate categories:



TOGA Awards will be evaluated and awarded based upon the applicant's overall contribution to diffusing geographic awareness during the previous calendar year. Evaluating factors include:

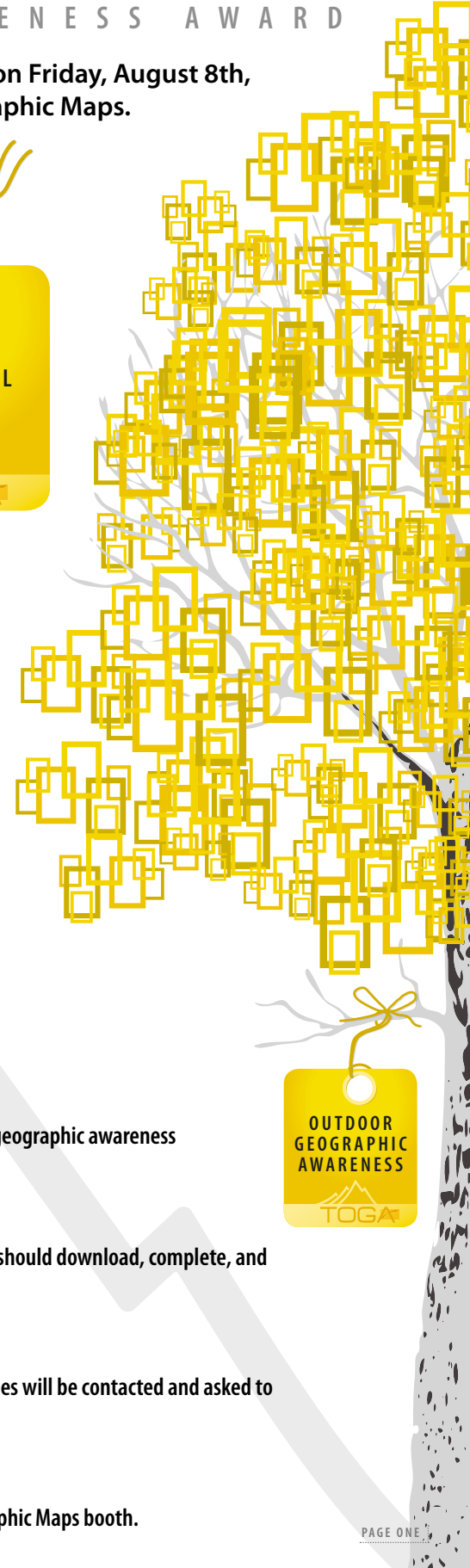
- Overall reach of the campaign
- Effectiveness of campaign
- Uniqueness/Creativity of the Campaign
- Benefit to the Outdoor Industry
- Replicable – Could others learn and build from to increase reach?

#### Examples of geographic awareness programs:

- Education related to specific geographic locations
- Education related to the environment or stewardship of specific lands
- Training/Skills related to geography, mapping, navigation, and similar arts
- Programs that introduce and educate new outdoor users
- Creation of materials, websites, or other products that are readily accessible and promote geographic awareness through their content.

#### Application Process:

- Those interested in applying for or nominating someone for a National Geographic TOGA award should download, complete, and submit the attached TOGA application form.
- All applications/nominations are due by June 27, 2008.
- Applications will be evaluated, and nominees will be chosen in each of the 4 categories. Nominees will be contacted and asked to complete a more thorough application and invited to attend the TOGA awards in Salt Lake City.
- Final application and supporting materials from finalists must be returned by July 15th, 2008
- Awards will be announced at the Outdoor Retailer Show in Salt Lake City in the National Geographic Maps booth.



**F**ounded in 1888 to “increase and diffuse geographic knowledge,” The National Geographic Society works to inspire people to care about the planet. National Geographic has funded more than 8,700 scientific research, conservation and exploration projects and supports an education program combating geographic illiteracy. In support of this mission, our heritage in the outdoor industry, and our desire to build outdoor participation – National Geographic Maps in collaboration with National Geographic Adventure Magazine proudly announce the launch of The Outdoor Geographic Awareness Awards (TOGA).

The **TOGAs**, presented annually at the Summer Outdoor Retail Show, will recognize industry manufacturers, retailers, non-profits, and individuals who are actively promoting geographic awareness through creative programs, products, and services. If you or your organization has developed a program that encourages outdoor participation, environmental stewardship, geographic awareness or knowledge about the world around us we encourage you to apply for a 2008 National Geographic TOGA award or nominate a peer.

**To Apply:** Simply complete the form below and submit no later than June 27, 2008. All applications will be reviewed by committee and narrowed down to a list of finalists in each of the four categories. Finalists will be notified by July 3rd and asked to complete a more detailed application. Awards will be presented on Friday August 8th at 4:00pm at the National Geographic Booth at Outdoor Retailer.

Applicant Type:

I am applying for myself / business

I am nominating a person or business

Application Category:

Outdoor Retailer

Industry Manufacturer

Non-profit / Government

Industry Individual (rep, guide, trainer, staff employee, etc.)

Applicant Information:

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

If you are nominating someone else, please provide their contact info:

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Briefly describe the program, product or service in 250 words or less: (Please see PAGE ONE of this application for examples of potential contributions.)

How many people were positively affected by this program?

Can the program be replicated or expanded upon?

What was the timeframe of the program? (e.g. one time, reoccurring, ongoing, monthly, etc..)

Briefly describe in 100 words or less what additional positive effects of the program should be considered?

Applicant Signature

---

Date:

---

Thank you for applying for the TOGA. Please print, mail or fax the form no later than June 27, 2008 to:

National Geographic Maps

Attn: TOGA Awards

PO Box 4357 · Evergreen, CO 80437 · Fax: 303.670.3644

Or simply click the "Submit" button at the bottom of this form to enter your application electronically by June 27, 2008.

submit