Dear Name,

This past year has shown the importance of strategic communication and we have done some incredible work. 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 more than 25 years, the London chapter of the International Association of Business Communicators has recognized the dedication, innovation and passion of communicators, marketers and creatives through its Virtuoso Awards. Virtuoso is southwestern Ontario’s premier 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 experienced 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:** Monday, Feb. 10, 2025, at midnight  
  – $80 for members | $100 for non-members
* **Standard deadline:** Monday, March 3, 2025, at midnight  
  – $100 for members | $120 for non-members
* **Late deadline:** Monday, March 17, 2025, at midnight  
  – $130 for members | $150 for non-members

Please let me know if I can begin our entry or if you have any questions.

NAME

TITLE