



## Timeline - Editorial & Event Calendar

***External announcement embargoed until March 1, 2017***

***Questions? Give us call – 480-545-5151***

Congratulations!

To help prepare your company for the 100 Best Arizona Companies 15<sup>th</sup> anniversary award announcement, BestCompaniesAZ is providing you with some preliminary guidelines and tips.

### **Now through 3/1- Internal Promotion with Employees**

You can begin promoting your award internally to employees **now through March 1** and involve them in the celebration. **Just no promotion on social media or externally with a press release until after March 1!**

### **By February 14 – Share your Arizona Culture and 100 Best Award**

If you are interested in promoting your award with a company profile ([see samples here](#)) and in a featured story throughout the year, please contact Denise Gredler at 480-545-5151 or [dgredler@bestcompaniesaz.com](mailto:dgredler@bestcompaniesaz.com). Our employer branding specialists can help bring your culture to life with a 3-6 page profile quotes, blog stories, videos and pictures.

### **After March 1 – External Announcement**

You can begin promoting your award **March 1** after the list is officially announced by BestCompaniesAZ and our media partner, AZ Business Magazine. You can access you tips for promoting your award and request a sample press release [here](#).

### **Logo/Logo Guidelines**

To access the logo and logo guidelines, visit our Promo Kit page [here](#). When using the logo online, we ask that you link back to the 100 Best page <http://bestcompaniesaz.com/100-best-companies-in-arizona/>

### **Coming later in the year:**

May	100 Best Arizona Companies Give Back – Special Charity Ad / AZ Business Magazine
Oct	Awards Reception/Charity Event and print publication (see sample of 10 <sup>th</sup> anniversary issue)
Nov/Dec	Special section in AZ Business Magazine

**See Attached 2017 100 Best Editorial and BCAZ Event Calendar**

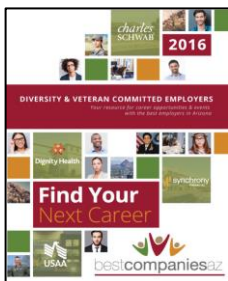


# 2017 Editorial & Event Calendar

*Events, Awards, and Online Promotional Campaign*

	<b>FEBRUARY</b> <i>Event: BCAZ Military Event (2/22) *</i>	<b>MARCH</b> 100 Best Announcement Best of Trailblazers Charity:
<b>APRIL</b> Best of Wings Best for Millennials Event: Culture Tour (tbd) Charity: AZ Gives Back Month	<b>MAY</b> Best of Cool Best Financial Services (women in finance) <i>Event: Call Center Networking</i> Charity: Celiac Disease Awareness	<b>JUNE</b> Best of Heart Best for Flexibility <i>Award: Top Companies in AZ *</i> Charity: Pet Adoptions Awareness
<b>JULY</b> Best of Stars Best for Healthcare Event: Culture Tour Charity: TBD by client	<b>AUGUST</b> Best of Future Best for Diversity & Inclusion Charity: TBD by Client	<b>SEPTEMBER</b> Best Hospitality & Retail Best for Fitness <i>Event: Diversity &amp; Inclusion (9/20)</i> <i>Award: Most Admired Companies *</i> Charity: TBD by client
<b>OCTOBER</b> Best Construction & Real Estate Best in Technology (women in IT) <i>Award: 100 Best Publication *</i> <i>Event: 100 Best Arizona Charities</i>	<b>NOVEMBER</b> Best Non-Profit Companies Best for Veterans Event: TBD by client Charity: TBD by client	<b>DECEMBER</b> Best Perks Best Holiday Parties Event: TBD by client Charity: TBD by client

\* BCAZ and Media partner publications distributed in 2017 – Includes full page ad, editorial and distribution



Military & Veteran



Top Companies



Most Admired



100 Best Award/Charity