

# HOW TO MAKE THE MOST OUT OF THE 2021 READERS' CHOICE FOR YOUR BUSINESS!

## Best Practices

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1. Businesses are encouraged to engage with and promote themselves to their customers in nomination and voting for them in select categories.
2. Nomination Phase – June 27 – July 10, 2021 on [Tucson.com/ReadersChoice](https://Tucson.com/ReadersChoice). Individuals can nominate once per day, per category per email address.
3. Businesses can be nominated in five (5) categories per segment (Business Services, Dining, Entertainment, Health, Home Services, Personal Services, Real Estate, Shopping, Transportation, and Workplace)
4. The top ten (10) businesses nominated per category will progress to the voting phase.
5. Voting Phase – July 18 – August 1, 2021 - on [Tucson.com/ReadersChoice](https://Tucson.com/ReadersChoice), and via text at 520-214-8683 with assigned code. Individuals can vote once per day, per category per email address and/or phone number.
  - Prior to the July 18 opening of voting via text, the text tool will not be active. Testing of your text-to-vote code will only be available on Wednesday, July 14 between the hours of 10am – 2pm. All test votes that are cast prior to July 18 will be deleted.

## Ensuring Voting Integrity

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1. While the Arizona Daily Star encourages healthy competition between businesses, we are dedicated to the integrity of the Readers' Choice program.
2. The use of third-party entities or “voting farms” to “stuff the ballot” through the creation of email addresses or phone numbers for the purposes of nomination or voting, are expressly prohibited.
3. Nominations, online votes and Text-to-vote votes will be monitored for fraudulent activity through excessive IP address activity and phone number activity. Businesses may be disqualified if found to be engaging in fraudulent nomination or voting activity.

## Awards Ceremony

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1. The Awards Ceremony is back live on Thursday, September 2 from 5pm-8pm, at the JW Marriott Starr Pass Resort & Spa
2. Outside of package purchases, tickets are available for \$115 per person at [Tucson.com/ReadersChoice](https://Tucson.com/ReadersChoice); from August 20-29 are \$125 per person.
3. Attendance at the Awards Ceremony is limited to 1,000 people.
4. Tickets include one drink ticket and heavy hors d'oeuvres

