

HOW TO MAKE THE MOST OUT OF THE 2022 READERS' CHOICE FOR YOUR BUSINESS

Best Practices

1. Businesses are encouraged to engage with and promote themselves to their customers to nominate and vote for them in select categories.
2. Nomination Phase: June 12—19, 2022 at Tucson.com/ReadersChoice —
 - Individuals can nominate one time per email address, per category during the nomination period.
 - Businesses can be nominated in five (5) categories per group (Business Services, Dining, Entertainment, Health, Home Services, Personal Services, Real Estate, Shopping, Transportation and Workplace.)
3. Voting Phase: July 17—31, 2022.
 - Individuals can vote on Tucson.com/ReadersChoice and via text at 520-214-8683 using the purchased assigned codes for that business and category.
 - Individuals can vote once per day, per category per email address and/or phone number.
 - Prior to July 17, voting via text will not be active. If you need to test your text codes, you can make special arrangements via your account executive to do so.

Ensuring Voting Integrity

1. While the Arizona Daily Star encourages healthy competition between businesses, we are 100% dedicated to the fairness and 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 address, or phone numbers, or use of bots for the purposes of nominations or votes are expressly prohibited.
3. Nominations, online votes and text-to-vote votes will be monitored for fraudulent activity through excessive IP address activity, timestamps, email creations and phone number activity. If a business is approached about buying a guaranteed win by a third-party, no matter how reassuring they are that it is legal, it is not, and those votes will be disqualified.
4. Votes found to be fraudulent will be disqualified. This may result in the business being disqualified from the program.
5. In categories that a state contractor license is required, only licensed contractors will be allowed to be nominated and advance to the voting round.

Awards Ceremony

1. The Awards Ceremony is Thursday, September 1, 2022 at the JW Marriott Starr Pass Resort & Spa
2. Theme is — It's Game Time!
3. Tickets are available for purchase at \$125 per person at Tucson.com/ReadersChoice;
 - From August 18-29 tickets are \$150 per person.
 - Tickets include one drink ticket and heavy hors d'oeuvres

