

2026 Pinnacle Awards Submission Guidelines

The CPRS Pinnacle Awards recognize the work of public relations professionals from across Southwestern Ontario - the area covered by the CPRS Hamilton Chapter. Each submission is evaluated in complete confidentiality by two accredited judges who use the RACE formula to assess the file submitted.

Submissions

Before completing your application, please take note of the following information:

- All entries and supporting materials must be submitted via the [Pinnacles Awards File \(https://forms.gle/sj1k1h6t6po371HX6\)](https://forms.gle/sj1k1h6t6po371HX6)
- Each submission must have been planned, produced and completed within a period of two years prior to the entry deadline. A project may have been started prior to the previous two years; however, the evaluation/completion of the project must have been within the last two years.
- A communication project or program may be entered in a maximum of two categories.
- Your Cover Page should include the name of your organization/client, name of the agency (if any), campaign title, award category and individuals who worked on the program or project.
- **Each entry should be a summary no longer than three pages including the cover page.** Using the R-A-C-E formula as your outline, the summary must include a brief description of the following areas: research; analysis, planning and strategy; communication, execution and production; and evaluation and measurement.
- Entrants may also include one PDF file (no more than 150 pages each with a maximum size of 25 MB) of any supporting materials referenced in the research; analysis, planning and strategy; communication, execution and production; and evaluation and measurement sections of your three-page summary.
- By entering the Pinnacle Awards, all submitters confirm that their programs and projects meet the standards set out in the CPRS Code of Professional Standards. All entries become the property of CPRS Hamilton.

Judging

Submissions are assessed according to a scoring rubric. Gold and Silver awards will be determined by a percentage of the submission's total score. Gold Pinnacle Awards are given to scores 85% and higher, Silver Pinnacle Awards are given to submissions who score between 75-84.9%

The decision of the judges is final. The jury reserves the right not to evaluate any application that contravenes its code of ethics.

All submissions should be uploaded to the [2026 Pinnacle Awards submission form](#). Submissions that cannot be submitted via form can be sent directly to awards@cprshamilton.ca with the "2026 Pinnacle Awards Submission – COMPANY NAME" in the subject line.

The submission deadline for this year's Pinnacle Awards is Saturday, February 28, 2026, at 11:59 p.m. ET. This deadline may be extended at the discretion of the CPRS Hamilton.

Entry Fees

An invoice for your Pinnacle Award submission will be sent from CPRS Hamilton following the submission deadline. Fees can be paid online via PayPal or by Interac e-transfer to CPRS Hamilton at treasurer@cprshamilton.ca. Fees for 2026 are as follows:

- CPRS Members - \$125
- Non-Members - \$175
- Students – No entry fee

Request for payment for award nominations will be sent after your submission is received.