

Congratulations Spark Winner



Dear Spark Winner,

Congratulations on being selected as a winner in the 9th annual VIA Spark Awards! With this win, you have joined the best of the best of Chicago area manufacturing. We are so proud of your accomplishments!

Now, it's time to let the world know of your achievement. Everything you need to share the news is included in this portfolio.

Best wishes from the VIA Team,

Kathy
Jessica
Laura
Molly
Dawn

Quick Facts:

- March 12th, 2025 marks the 9th year the VIA has held the Spark Awards.
- The VIA Spark Awards program began in 2017.
- The program evolved in 2019 when we partnered with 30+ manufacturers and our partners at IMEC to create the current benchmarking self-assessment tool.
- Spark celebrates the accomplishments and achievements of member companies in six areas: **Culture, Innovation, Operational Excellence, Safety, Social Responsibility and Workforce Development.**

PRESS RELEASE

SAMPLE

For Immediate
Release

Contact: [Name]

Phone: [Phone]

Email: [Email]

[Org Name] Wins Spark Award

[City, State] -- [Date] -- [Org Name] announced today that it has won a 2025 award for excellence in manufacturing in the category of [Category: Workforce Development, Safety, Innovation, Culture, Operations, Social Responsibility], [Small or Large] Division at the ninth annual Spark Awards. The Spark Awards, held at The Abbington in Glen Ellyn, Illinois on March 12, 2025, and presented by the Valley Industrial Association (VIA), honors the best of the best among Chicago area manufacturing. Manufacturers compete by completing a detailed benchmarking self-assessment that measures their aptitude in the six categories. Those with the highest benchmarking results become finalists in the competition. Finalists are interviewed by a panel of industry experts to determine winners in each category. This is the [first, second, third, etc.] time [Org Name] has won this award.

"[Org Name] has set the standard for [category] among Chicago area manufacturers," said Kathy Gilmore, president of the VIA. "This award is a testament to their commitment to best practices and continuous improvement."

About [Organization]

[Description of Organization]

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Snap a lot of photos during the Spark Award's Night! Take photos with your award, the VIA team, your team, friends, etc. Be sure to capture any company signage that might be on display. Post in the moment or the next day!



Always speak from the heart. Remember all the hard work that went into winning your Spark Award. Thank and recognize those who made the award possible.



Introduce your new award to it's new home and family! Tomorrow, take your award on a tour of your facility. Take photos with your award with your team members who could not attend tonight. Snap pics with the company sign and products you manufacture.



Spice up your company and personal page by adding this honor to your company or personal bio. This will show potential customers and partners that your work is award-worthy.



Use the hashtag #VIASpark when posting to social media. Then search for #viaspark on LinkedIn, Instagram, Facebook, and Twitter to see how other finalists or winners are promoting their achievements.



Finally, be sure to tag the VIA whenever you post! We love to see what our members are posting!



Thank Your Network

Email your network or colleagues, clients, family, and friends to inform them of the good news. Talk about those who helped you on your podcast. Write an email or a blog, produce a short video, run an ad in your local paper or favorite trade magazine to show your appreciation to your community.

Devise a Press Plan

Write and distribute a press release highlighting your win. We've got you covered. See the press release example included.

Call Attention to Your Achievement

We created Spark winner logo badges just for you! Spruce up your homepage with a winner badge. Or have your team highlight their shiny-new winner status in their email signatures with a Spark winner logo badge.

PROMOTE YOUR WIN

You're an Industry Leader

It is your time to brag a little to others in your industry. If you are a member of another industry organization, now is the time to share the news. Maybe write a blog post or article on LinkedIn about the experience.

Impress Your Clients

being named a Spark Winner is impressive. Potential clients and partners will see that you are an award-winning manufacturer, which validates your work and gives people a strong reason to work with you and use your services and products.

Salute Your Team

Your Spark win allows you to recognize your valued employees for their accomplishments. Recognition leads to retention. When future employees see your employee recognition, it can be used as a strong tool for recruiting!

SOCIAL MEDIA



NOTHING HUMBLE ABOUT THIS BRAG

Being recognized by the VIA Spark Awards is a big deal. Your work stood out from the pack for being truly exceptional. You deserve to be celebrated. Not only that, but your manufacturing community is excited to celebrate with you.

IF YOU DIDN'T POST, DID IT REALLY HAPPEN?

Posting on LinkedIn, Instagram, Twitter, Facebook, and wherever else you are "social" is a no-brainer when promoting your 2025 VIA Spark win. It's no small feat to win a Spark Award, giving you automatic bragging rights. On the back, we've compiled a few fun ways to promote your Spark win across social media.

PRESS RELEASE



Use our press release template on the back to announce your Spark win.