

Agency
Compile **NEW**
BUSINESS
AWARDS

AGENCY COMPILE //

The *Agency Compile New Business Awards* celebrate new business leaders and teams at the forefront of agency growth. They are tenacious and innovative. They are relationship-builders. They ask the right questions. They craft winning RFPs. They are the people who make the business of new business look easy, when it's anything but.

Call for nominations is now open.

We invite you to submit your standout new business leaders and teams in the categories of New Business Leader of the Year, New Business Team of the Year and Unsung Hero.

Winners will be awarded by agency size (small, mid-sized and large) and announced in November 2026.

Deadlines

Entry Deadline

Monday, September 14, 2026
5:00 PM ET

Late Entry Deadline

Monday, September 28, 2026
5:00 PM ET

Details

Agencies may submit one nomination per category (New Business Leader of the Year, New Business Team of the Year, and Unsung Hero) for a total of three submissions per agency.

Nominations should include a 350-word or less summary on why the individual or team deserve a New Business Award based on their accomplishments over the last 12 months.

Categories

NEW BUSINESS

Leader of the Year

New Business Leader of Year exemplifies the best of new business at the highest level. These are senior-level leaders (director-level and above) who innovate and drive their agency's new business strategy, resulting in net new opportunities and conversions for their agency over the last 12 months.

Small Agency

(1-25 employees)

Mid-Sized Agency

(26-150 employees)

Large Agency

(150+ employees)

**One winner and two finalists will be named in small, mid-sized and large categories.*

Categories (continued)

NEW BUSINESS

Team of the Year

New Business Team of Year celebrates the collective wins of an agency's new business team. From outstanding collaboration to flawless pitch execution, the New Business Team of the Year should embody the spirit of "it was a team effort" based on accomplishments over the last 12 months.

Small Agency

(1-25 employees)

Mid-Sized Agency

(26-150 employees)

Large Agency

(150+ employees)

**One winner and two finalists will be named in small, mid-sized and large categories.*

NEW BUSINESS

Unsung Hero

Unsung Hero shines a light on the team member managing the hundreds of behind-the-scenes details that fuel the pitch process. Their hustle, grit and invaluable contributions over the last 12 months have played a critical role in the success of your new business team's track record.

Small Agency

(1-25 employees)

Mid-Sized Agency

(26-150 employees)

Large Agency

(150+ employees)

**One winner and two finalists will be named in small, mid-sized and large categories.*

Pricing & Deadlines

Agency Compile Members

Entry Pricing : \$200/entry

Deadline : Monday, September 14, 2026, 5:00 PM ET

Late Entry Pricing : \$300/entry

Late Entry Deadline : Monday, September 28, 2026, 5:00 PM ET

Non-Members

Entry Pricing : \$300/entry

Deadline : Monday, September 14, 2026, 5:00 PM ET

Late Entry Pricing : \$400/entry

Late Entry Deadline : Monday, September 28, 2026, 5:00 PM ET

FAQs

Who is eligible to enter the Agency Compile New Business Awards?

Marketing and advertising agencies of all sizes and types, Agency Compile members and non-members, can enter the Agency Compile New Business Awards.

Why should my agency enter the Agency Compile New Business Awards?

Entering the Agency Compile New Business Awards provides an opportunity to recognize your agency and its team members, as well as gain recognition and awareness with an engaged, targeted marketing and advertising audience.

FAQs (continued)

What does the entry form require?

All entries require a 350-word or less summary addressing why your nominee(s) deserve the honor and a photo of your nominee(s).

Can I mark my submission as confidential or for judging purposes only?

All content included in an entry should be considered public information and may be shared publicly.

How are submissions judged?

All nominations will be reviewed and voted on by a panel of leaders and professionals within the marketing and advertising industry. Entries are evaluated individually and scored via a points system on recorded ballots. Judges will not know the agency or nominee name during review. Agency Compile and Pile and Company do not participate in voting.

What are the judging criteria for New Business Leader of the Year?

The judging criteria for New Business Leader of the Year include:

- *Growth*: net new opportunities and conversions over the last 12 months
- *Strategy*: the ability to differentiate, clearly define and promote the agency's positioning in the marketplace over the last 12 months
- *Innovation*: fresh, forward-thinking tactics—big or small—that garnered attention for the agency over the last 12 months

FAQs (continued)

What are the judging criteria for New Business Team of the Year?

The judging criteria for New Business Team of the Year include:

- *Collaboration*: how the New Business team's structure and teamwork yielded net new opportunities and conversions over the last 12 months
- *Integration*: how the alignment of agency disciplines addressed client business challenges in pitches over the last 12 months
- *Storytelling*: how the presentation of the agency's culture, strategic thinking and creativity in pitches led to wins in the last 12 months

What are the judging criteria for Unsung Hero?

The judging criteria for Unsung Hero include:

- *Team Player*: can do attitude, willing to go above and beyond to get the job done, living the values of the agency over the last 12 months
- *Calm under pressure*: a steady voice and calming presence on the team, unflappable while juggling hundreds of details and last-minute pivots over the last 12 months
- *Superior attention to detail*: someone the team relies on for their accuracy and precision in support of the pitch process over the last 12 months

Can I edit my entry after I submit?

Once you have submitted your entry, it cannot be edited. If you have questions/concerns, please reach out to **Sarah St. George**.

FAQs (continued)

When and how will honorees be announced and promoted?

Honorees will be contacted in November and promotion includes:

- Digital badges for winning agency websites and social
- Inclusion in a New Business Awards special edition of the Compiled newsletter
- Dedicated winner/finalist page on Agency Compile New Business Awards website
- Trophies will be awarded to winners and certificates will be awarded to finalists

Will I be informed if my nominee(s) were not selected?

Only selected nominees will be informed prior to the announcement of winners in November.

Who do I contact for technical support with my entry?

Please reach out to Sarah St. George for tech support.

Are fees refundable?

Once entries are submitted, fees are not refundable.

How to Enter

To enter the Agency Compile New Business Awards, please visit newbusinessawards.agencycompile.com.

For questions or more information, please **contact us**.