

MAME AWARDS 2008

Visit www.BLSJMAMEAWARDS.com for Entry Forms and Information

CALL FOR ENTRIES

Entry requirements: Applicable entry fee must be submitted with all entry forms (forms may be reproduced for additional nominations or multiple entries within a category). The company submitting the entry must be a member in good standing of the Builders League of South Jersey (BLSJ). For Million Dollar Club and Individual Achievement Awards, nominee must also be a member of the Sales and Marketing Council.

MARKETING AWARDS

100 Best Black & White Logo

101 Best Color Logo

Submission Requirements for 100 & 101:

- 1 copy of logo art alone. Please do not mount.
- 1 example of logo as used in advertising or collateral material.
- Brief written description of target market.
- Digital image of piece on CD.

Judging Criteria for 100 & 101: Graphic concept, eye appeal, legibility, recognition values, usefulness in all sizes and appropriateness for target market.

102 Best Community Brochure Under \$10,000

103 Best Community Brochure Over \$10,000

104 Best Active Adult Community Brochure

105 Best Corporate Brochure

(Note: Category 105 is for builder brochures used at more than one site and are customized with site specific materials.)

Submission Requirements for 102-105:

- 5 originals of the brochure including all floor plans, all inserts, and current price lists.
- At least, 1 image of brochure cover and 3 interior images on CD.
- 102-103 only: Written statement of cost breakdown of design and printing for brochures.

Judging Criteria for 102-105: Theme, cover design, packaging, informative content, and usefulness as a sales tool.

106 Best Black & White Ad Less Than ½ Page

107 Best Black & White Ad ½ Page

108 Best Black & White Ad More Than ½ Page

109 Best Color Ad Less Than ½ Page

110 Best Color Ad ½ Page

111 Best Color Ad More Than ½ Page

112 Best Corporate Umbrella Ad

Submission Requirements for 106-112:

- 1 actual size copy of ad. Please do not mount.
- At least, 1 image of ad on CD.

Judging Criteria for 106-112: Concept, clarity of message, eye appeal, informative content, and overall creativity.

113 Best Print Ad Campaign

Submission Requirements for 113, which is a series of ads created with variations on a recognizable theme which appeared on sequential pages and/or insertions.

- Include 1 copy of each ad in the series. Please do not mount.
- Brief written description of campaign strategy.
- At least, 3 images on CD.

Judging Criteria for 113: Concept, clarity of message, cumulative impact, logic of placement, and overall creativity.

114 Best Radio Ad

115 Best Television Ad

Submission Requirements for 114 & 115:

- 1 VHS, CD, or DVD format copy of ad.
- Written statement including target market, media utilized, summary of results, and associated costs.

Judging Criteria 114 & 115: Technical production, ease of use, sales approach, creativity and marketing penetration.

116 Best Use of Electronic Media, Technology and/or Animation

Submission Requirements for 116, which includes any software modeling; merchandising programs; innovative phone, computer, or telecommunication systems; or visual marketing:

- 1 copy of any material applicant deems necessary to demonstrate or explain the entry.

Judging Criteria for 116: Technical production, ease of use, sales approach, creativity, and market penetration.

117 Best Website - Custom Builder OR Community Specific

118 Best Website - Regional Builder (> 3 states)

119 Best Website - National Builder

Submission Requirements for 117-119:

- Complete web address so judges can access and view site.
- Brief explanation of strategy of site development as it relates to the overall marketing plan.
- Digital image of splash page or home page on CD.

Judging Criteria for 117-119: Ease of use, aesthetic appeal, informative content, and site navigation.

120 Best Public Relations Release or Campaign

Submission Requirements for 120:

- 1 copy of individual press release or all elements of a themed campaign as supplied to the media.
- Include actual size copies of tearsheet. Please do not mount.
- Brief written description including target audience, goal, and results.
- At least, 3 images on CD.

Judging Criteria for 120: Creativity, effectiveness, places of exposure, writing, and overall impact.

121 Best Sales Special Event/Promotion - Builder or Broker

122 Best Builder Promotion to Realtor

Submission Requirements for 121 & 122:

- Brief written description of promotion, including goals, results, and target market.
- Include 1 copy of all collateral material.
- 5 digital images of the event, if applicable, on CD.

Judging Criteria for 121 & 122: Approach to target market, theme, design, creativity, and results.

123 Best Direct Mail Piece or Campaign

Submission Requirements for 123:

- 1 original of the printed or video mailed piece.
- Brief written description explaining the campaign, target market, goals, and results.
- At least, 3 images on CD.

Judging Criteria for 123: Informative content, clarity of message, theme for target market, creativity, and results.

124 Most Creative Marketing Product/Giveaway

Submission Requirements for 124:

- 6 examples of product/giveaway.
- Brief written description explaining the campaign, target market, branding strategy, goals, and results.
- At least, 3 images on CD.

Judging Criteria for 124: Informative content, clarity of message, theme for targeted market, creativity, and results. Must have been designed and implemented in 2007.

125 Best Billboard

Submission Requirements for 125:

- 1 copy of billboard ad, no larger than 8 ½ x 11. Please do not mount.

- At least, 1 image on CD.

Judging Criteria for 125: Concept, clarity of message, eye appeal, informative content, and overall creativity.

126 Best Temporary Sales Office Less Than 400 sq.ft.

127 Best Temporary Sales Office Over 401 sq. ft.

(Note: A temporary sales office is one used for a limited time until sales are moved into a permanent facility.)

128 Best Permanent Sales Office Less Than 400ft².

129 Best Permanent Sales Office 401-600 sq. ft.

130 Best Permanent Sales Office More Than 601ft.²

Submission Requirements for 126-130:

- At least, 3 interior images and 1 exterior image of facility on CD.
- 5 photocopies of sales office floor plan with room dimensions.

Judging Criteria for 126-130: Curb appeal, traffic flow, theme, décor, and informative impact.

131 Best Design Center Less Than 1,200 sq. ft.

132 Best Design Center More Than 1, 200 sq. ft.

Submission Requirements for 130 & 131:

- 6 images of interior on CD showing display modules, design arrears, and overall views.
- 5 photocopies of design center floor plan with room dimensions.

Judging Criteria for 131 & 132: Traffic flow, presentation of information, selections, and theme of environment.

133 Best Community Clubhouse

Submission Requirements for 132:

- 6 images, including 1 exterior image, of facility on CD highlighting key spaces.
- 5 photocopies of clubhouse floor plan with room dimensions.
- Written description of target market.

Judging Criteria for 133: Traffic flow; functionality and usability of space; appropriateness to target market's expectations; and aesthetic appeal and/or theme of environment.

134 Best Landscape Design for a Temporary Sales Office

135 Best Landscape Design for a Permanent Sales Office Less Than \$350,000

136 Best Landscape Design for a Permanent Sales Office \$350,000 - \$600,000

137 Best Landscape Design for a Permanent Sales Office More Than \$600,000

Submission Requirements for 133-136:

- 4 images on CD of model complex and entry.
- Current dated price lists.
- Written description of landscaping costs.

Judging Criteria for 133-137: Curb appeal, design, function, creativity, and value for dollars spent.

138 Best Community Signage Less Than \$350,000

139 Best Community Signage \$350,000 - \$600,000

140 Best Community Signage More Than \$600,000

141 Best Temporary Signage for A Community Less Than \$350,000

142 Best Temporary Signage for A Community \$350,000 - \$600,000

143 Best Temporary Signage for A Community More Than \$600,000

Submission Requirements for 137-142:

- No more than 4 images on CD of model complex and entry.
- Current dated price lists.
- Written statement of signage costs.

Judging Criteria for 13-143: Curb appeal, design, function, creativity, and value for dollars spent.

144 Best Interior Merchandising for Attached Model Home Less Than \$350,000

145 Best Interior Merchandising for Attached Model Home More Than \$350,000

146 Best Interior Merchandising for Detached Model Home Less Than \$350,000

147 Best Interior Merchandising for Detached Model Home More Than \$350,000

148 Best Interior Merchandising for Vignetted/Unfurnished Model at Any Price

Submission Requirements for 144-148:

- 6 images on CD, including Foyer, Master Bedroom, Master Bathroom, Kitchen, Family Room/Living Room, and one optional choice.
- 5 originals of brochure, floor plan, and current dated price lists.
- Please provide a list showing model base price, installed builder options (with retail pricing), and install designer features (with builder's cost).
- Written description of target market.

Pricing Criteria for 144-148: Price determined by base sales price of model plus options, upgrades, and designer-added features.

Judging Criteria for 144-148: Use of furnishings; accessories as they relate to architectural style; floor plan; use of space; flow; lighting; window and wall treatments; materials; color coordination; and overall appeal to designated target market.

149 Best Kitchen Design Less Than 3,200 sq. ft.

150 Best Kitchen Design More Than 3,200 sq. ft.

151 Best Master Bath Design Less Than 3,200 sq. ft.

152 Best Master Bath Design More Than 3,200 sq. ft.

153 Best Media Room Design Less Than 3,200 sq. ft.

154 Best Media Room Design More Than 3,200 sq. ft.

(Note: Square footage for 149-154 based on total square footage of living space as built for the entire home.)

Submission Requirements for 149-154:

- No more than 4 images on CD.
- 1 copy of floor plan with room dimensions.
- Written description of target market.

Judging Criteria 149-154: Use of furnishings and accessories; floor plan; use of space; lighting; and overall appeal to designated target market.

155 Smart Growth Award

Submission Requirements for 155:

- 6 images on CD, including key elements of project (streetscape, community entrance, signage, relationship of homes to natural environment).
- 5 originals of complete brochure, including site plan.
- Written statement of community concept, obstacles overcome in bring project to market, and description of target market.

Judging Criteria for 155: Protecting and providing access to the natural environment; incorporating a mix of land uses; using land in an efficient and innovative manner; encouraging multiple transportation options; being pedestrian-friendly; providing housing choices; respecting local traditions; taking advantage of infill opportunities; and delivering a genuine experience of place.

PRODUCT DESIGN AWARDS

200 Best Condo/Flat Less Than \$250,000

201 Best Condo/Flat More Than \$250,000

202 Best Attached Home Less Than \$350,000

203 Best Attached Home More Than \$350,000

204 Best Detached Home Less Than \$350,000

205 Best Detached Home \$350,000 - \$600,000

206 Best Detached Home More Than \$600,000

207 Best Custom Home at Any Price

208 Best Active Adult Attached Home Less Than \$350,000

209 Best Active Adult Attached Home More Than \$350,000

210 Best Active Adult Detached Home Less Than \$350,000

211 Best Active Adult Detached Home More Than \$350,000

Submission Requirements for 200-211:

- 6 images on CD, including Foyer, Master Bedroom, Master Bathroom, Kitchen, Family Room/Living Room, and one optional choice.
- 3 images on CD of exterior including full frontal view and relationship of home to lot.
- 5 originals of brochure, floor plan, and current dated price lists.
- Please provide a list showing model base price, installed builder options (with retail pricing), and designer features (with builder's cost) that have been included in model home.
- A brief marketing statement (max. 200 words) explaining the design concept, target market, and success of home entered.

Pricing Criteria for 200-211: Price determined by base sales price of model plus options, upgrades, and designer-added features.

Judging Criteria for 200-211: Exterior design; interior floor plan; traffic pattern; use of space; and perceived value.

OTHER CONSTRUCTION CATEGORIES

- **Retail/Commercial**
- **Office/Commercial**
- **New Residential Rental**
(Check Category Entered)

300 Best Back & White Logo

301 Best Color Logo

Submission Requirements:

- 1 example of logo art alone. Please do not mount.
- 5 examples of logo as used in advertising or collateral materials.
- Brief written description of target market.

Judging Criteria: Graphic content, eye appeal, recognition value, usefulness in all sizes and appropriateness for target market.

302 Best Print Ad - Black & White

303 Best Print Ad – Color

Submission Requirements:

- 1 actual size copy of ad. Please do not mount.
- Judging Criteria:** Concept, clarity of message, eye appeal informative content, overall creativity.

304 Best Brochure

Submission Requirements:

- 5 originals of the brochure including floor plans, all inserts and current price list.
- At least one image of brochure cover and 3 interior images on CD-ROM.

Judging Criteria: Theme, cover design, packing, informative content, and usefulness as a sales tool.

305 Best signage (Main

ID/Office

ID/Directionals/.Address/Interior)

Submission Requirements:

- 4 images on CD-ROM Including main ID, onsite directional's, unit number and/or Interior signage as appropriate for building's use.
- Written statement of signage cost.

Judging Criteria: Curb appeal, design, function, creativity, value for dollars spent.

306 Best Landscaping

Submission Requirements:

- 6 images on CD-ROM of entrance and other significant landscaped areas (parking lot, buffer, recreational areas, open space or clubhouse as appropriate for building's use).
- Written statement of strategy.

Judging Criteria: Curb appeal, design, function, creativity, value for dollars spent.

307 Best Design for New Retail, Office, or Residential Rental (Exterior and Interior)

Submission Requirements:

- 6 images on CD-ROM showing representative interior (including lobby) and exterior spaces.
- Floor plans of typical bays (if offered as finished space) or apartments.
- Brief written description of the project including costs.

Judging Criteria: Exterior design, interior floor plan, traffic pattern, use of space, perceived value for dollars spent.

308 Best design for a Rehabbed or remodeled Retail, Office, Or Residential Rental (Exterior and Interior)

- 8 images on CD-ROM illustrating comparable interior and exterior spaces BEFORE and AFTER rehab or remodeling.
- Floor plans of typical bays (if offered as finished space) or apartments.
- Brief written description of the project including costs.

Judging Criteria: Based on the adaptability to the existing structure, architectural design and aesthetic qualities and value of the renovation and its impact relative to cost.

309 Best Green Home (Single Family) (Completed/In-Construction)

310 Best Green Home (Multi-Family) (Completed/In-Construction)

Submission Requirements:

- Level of Energy Efficiency (Preliminary or final HERS score)
- 6 Images of the home on CD-ROM
- Copy of certification or registration in a green building program

- 200 words outlining the project (summary/overview)

Judging Criteria:

- HERS Rating
- Level of certification within a green building program
- Percentage of total cost attributed to recycled/non-toxic/renewable resources
- Other innovative sustainable features

GRAND AWARDS

A COMMUNITY OF THE YEAR AWARD WILL BE PRESENTED TO ONE COMMUNITY IN EACH OF THE FOLLOWING CATEGORIES:

Best Condo/Flat Community Less Than \$250,000

Best Condo/Flat Community More Than \$250,000

Best Attached Home Community Less Than \$350,000

Best Attached Home Community More Than \$350,000

Best Detached Home Community Less Than \$350,000

Best Detached Home Community \$350,000 - \$600,000

Best Detached Home Community More Than \$600,000

Best Active Adult Community Less Than \$350,000

Best Active Adult Community More Than \$600,000

In order to be considered for any of the above Community of the Year Grand Awards, the candidate community must have at least one entry in each of the following categories:

Best Logo	100-101
Best Brochure	102-105
Best Ad	106-115
Best Sales Office	126-129
Best Landscaping	133-137
Best Signage	138-143
Best Interior Merchandising	144-148
Best Product Design	200-211

Note: Please follow instructions on enclosed Community of the Year Entry Form. Candidates for Community of the Year are encouraged to enter additional categories, as judges will consider scores in

optional categories to break ties. Communities which entered last year, but did not win, may re-enter if they have been actively selling throughout the 2008 calendar year.

MILLION DOLLAR CLUB

SALES VOLUME ACHIEVEMENT AWARDS

\$1-\$4,999,999 in Total Sales

\$5-\$6,999,999 in Total Sales

\$7-\$9,999,999 in Total Sales

\$10-\$14,999,999 in Total Sales

More Than \$15,000,000 in Total Sales

OPTION SALES ACHIEVEMENT AWARDS

\$100,000-\$499,999

\$500,000-\$1,000,000

More Than \$1,000,000

Submission Requirements for the Million Dollar Club are included on the enclosed Million Dollar entry form.

INDIVIDUAL ACHIEVEMENT

Rookie of the Year

Salesperson of the Year

Sales Team of the Year

Sales Director of the Year

Marketing Director of the Year

Highest Dollar Volume Sales Person

Highest Product Volume Sales Person

Follow instructions on the enclosed Individual Achievement Award Entry Form.

CONSTRUCTION MANAGEMENT

Project Superintendent of the Year

Project/Production Manager of the Year

Follow instructions on the enclosed Construction Award Entry Form.

ASSOCIATE MEMBER MARKETING AWARDS

400 Best Corporate Brochure

Submission Requirements for 400:

- 5 original brochures
- Written statement of target market.

Judging Criteria for 400: Overall design, concept, layout, and appropriateness for target market.

401 Best Print Ad

Submission Requirements for 401:

- 1 actual size copy of ad. Please do not mount.
- At least, 1 image on CD.

Judging Criteria for 401: Concept, clarity of message, eye appeal, informative content, and overall creativity.

402 Best Print Campaign

Submission Requirements for 402:

- 5 copies of each ad in the series (series of ads created with variations on a recognizable theme which appears in sequential pages and/or insertions).
- Brief written description of campaign strategy.
- At least, 3 images on CD.

Judging Criteria for 402: Concept, clarity of message, cumulative impact, logic of placement, and overall creativity.

403 Best Radio Ad

404 Best Television Ad

Submission Requirements for 403 & 404:

- 1 VHS, CD, or DVD format copy of ad.
- Written statement including target market, media utilized, summary of results, and production (not airtime) costs.

Judging Criteria for 403 & 404: Technical production, ease of use, sales approach, creativity, and marketing penetration.

405 Best Use of Electronic Media, Technology, and/or Animation

Submission Requirements for 405, which includes any software modeling; merchandising programs; innovative phone, computer, or telecommunication systems; or visual marketing:

- 1 copy of any material applicant deems necessary to demonstrate or explain the entry.

Judging Criteria for 405: Technical production, ease of use, sales approach, creativity, and market penetration.

406 Best Website

Submission Requirements for 406:

- Complete web address so judges can access and view site.
- Brief explanation of strategy of site development as it relates to overall marketing plan.

Judging Criteria for 406: Ease of use, aesthetic appeal, informative content, and site navigation.

407 Best Public Relations Release or Campaign

Submission Requirements for 407:

- 1 copy of individual press release or all elements of a themed campaign as supplied to the media.
- Include actual size copies of tearsheet. Please do not mount.
- Brief written description including target audience, goal, and results.
- At least, 3 images on CD.

Judging Criteria for 407: Creativity, effectiveness, places of exposure, writing, and overall impact.

408 Best Sales Special Event/Promotion

Submission Requirements for 408:

- Brief written description of promotion, including goals, results, and target market.
- Include 1 copy of all collateral material.
- 5 digital images of the event, if applicable, on CD.

Judging Criteria for 408: Approach to target market, theme, design, creativity, and results.

409 Best Direct Mail Piece

Submission Requirements for 409:

- 1 original of the printed or video mailed piece.
- Brief written description explaining the campaign, target market, goals, and results.
- At least, 3 images on CD.

Judging Criteria for 409: Informative content, clarity of message, theme for target market, creativity, and results.

410 Best Billboard

Submission Requirements for 410:

- 1 copy of billboard ad, no larger than 8 ½ x 11. Please do not mount.
- At least, 1 image on CD.

Judging Criteria for 410: Concept, clarity of message, eye appeal, informative content, and overall creativity.

411 Best Overall Marketing Concept

Submission Requirements for 411:

- Brief written description explaining the marketing strategy as it relates to overall marketing plan or client.
- At least, 6 images on CD.

Judging Criteria for 411: Informative content, clarity of message, theme for target market, creativity, and results. Concept must have been conceived in 2007.

412 Best Landscape Design for a Temporary Sales Office

413 Best Landscape Design for a Permanent Sales Office Less Than \$350,000

414 Best Landscape Design for a Permanent Sales Office \$350,000 - \$600,000

415 Best Landscape Design for a Permanent Sales Office More Than \$600,000

Submission Requirements for 412-415:

- 4 images on CD of model complex and entry.
- Current dated price lists.
- Written description of landscaping costs.

Judging Criteria for 412-415: Curb appeal, design, function, creativity, and value for dollars spent.

416 Best Community Signage Less Than \$350,000

417 Best Community Signage \$350,000 - \$600,000

418 Best Community Signage More Than \$600,000

Submission Requirements for 416-418:

- No more than 4 images on CD of model complex and entry.
- Current dated price lists.
- Written statement of signage costs.

Judging Criteria for 416-418: Curb appeal, design, function, creativity, and value for dollars spent.

419 Best Interior Merchandising for Attached Home Less Than \$350,000

420 Best Interior Merchandising for Attached Home More Than \$350,000

421 Best Interior Merchandising for Detached Home Less Than \$350,000

422 Best Interior Merchandising for Detached Home \$350,000 - \$600,000

423 Best Interior Merchandising for Detached Home More Than \$600,000

424 Best Interior Merchandising for Vignetted/Unfurnished Home at Any Price

Submission Requirements for 419-424:

- 6 images on CD, including Foyer, Master Bedroom, Master Bathroom, Kitchen, Family Room/Living Room, and one optional choice.
- 5 originals of brochure, floor plan, and current dated price lists.
- Please provide a list showing model base price, installed builder options (with retail pricing), and install designer features (with builder's cost).
- Written description of target market.

Pricing Criteria for 419-424: Price determined by base sales price of model plus options, upgrades, and designer-added features.

Judging Criteria for 419-424: Use of furnishings; accessories as they relate to architectural style; floor plan; use of space; flow; lighting; window and wall treatments; materials; color coordination; and overall appeal to designated target market.

425 Best Showroom

Submission Requirements for 425:

- Brief written description explaining the use of the showroom.
- At least, 6 images on CD of show room showing key spaces and elements.

Judging Criteria for 425: Traffic flow, functionality and usability of spaces, appropriateness to target market, and aesthetic appeal of environment.