

MAME AWARDS 2009

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 Detached Single-Family Community Brochure (Sales Price Under \$250,000)

103 Best Detached Single-Family Community Brochure (Sales Price Over \$250,000)

104 Best Attached Community Brochure (Sales Price Under \$250,000)

105 Best Attached Community Brochure (Sales Price Over \$250,000)

106 Best Active Adult Community Brochure (Sales Price Under \$250,000)

107 Best Active Adult Community Brochure (Sales Price Over \$250,000)

108 Best Corporate Brochure

Submission Requirements for 102-108:

- 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.

Judging Criteria for 102-108: Theme, cover design, packaging, informative content, and usefulness as a sales tool.

109 Best Black & White Ad Less Than ½ Page

110 Best Black & White Ad ½ Page

111 Best Black & White Ad More Than ½ Page

112 Best Color Ad Less Than ½ Page

113 Best Color Ad ½ Page

114 Best Color Ad More Than ½ Page

115 Best Corporate Umbrella Ad

Submission Requirements for 109-115:

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

Judging Criteria for 109-115: Concept, clarity of message, eye appeal, informative content, and overall creativity.

116 Best Print Ad Campaign

Submission Requirements for 116, 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 116: Concept, clarity of message, cumulative impact, logic of placement, and overall creativity.

117 Best Radio Ad

118 Best Television Ad

Submission Requirements for 117 & 118:

- 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.

119 Best Use of Digital Media, Technology and/or Animation

Submission Requirements for 119, which includes any interactive software; merchandising programs; digital displays; 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 119: Technical production, ease of use, sales approach, creativity, and market penetration.

120 Best Website – Custom Builder OR Community Specific

121 Best Website – Regional Builder (> 3 states)

122 Best Website – National Builder

Submission Requirements for 120-122:

- 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 120-122: Ease of use, aesthetic appeal, informative content, and site navigation.

123 Best Public Relations Release or Campaign

Submission Requirements for 123:

- 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 123: Creativity, effectiveness, places of exposure, writing, and overall impact.

124 Best Sales Special Event/Promotion - Builder or Broker

125 Best Builder Promotion to Realtor

Submission Requirements for 124 & 125:

- 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 124 & 125: Approach to target market, theme, design, creativity, and results.

126 Best Direct Mail Piece or Campaign

Submission Requirements for 126:

- 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 126: Informative content, clarity of message, theme for target market, creativity, and results.

127 Most Creative Marketing Strategy

Submission Requirements for 127:

- Brief written description explaining the campaign, target market, branding strategy, goals, and results.
- At least, 3 images on CD.

Judging Criteria for 127: Informative content, clarity of message, theme for targeted market, creativity, and results.

128 Best Billboard

Submission Requirements for 128:

- 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 128: Concept, clarity of message, eye appeal, informative content, and overall creativity.

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

130 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.)

131 Best Permanent Sales Office Less Than 400ft².

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

133 Best Permanent Sales Office More Than 601ft.²

Submission Requirements for 129-133:

- 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 129-133: Curb appeal, traffic flow, theme, décor, and informative impact.

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

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

Submission Requirements for 134 & 135:

- 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 134 & 135: Traffic flow, presentation of information, selections, and theme of environment.

136 Best Community Clubhouse

Submission Requirements for 136:

- 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 136: Traffic flow; functionality and usability of space; appropriateness to target market's expectations; and aesthetic appeal and/or theme of environment.

137 Best Landscape Design for a Temporary Sales Office

138 Best Landscape Design for a Permanent Sales Office Less Than \$250,000

139 Best Landscape Design for a Permanent Sales Office \$250,000 - \$500,000

140 Best Landscape Design for a Permanent Sales Office More Than \$500,000

Submission Requirements for 137-140:

- 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.

141 Best Community Signage Less Than \$250,000

142 Best Community Signage \$250,000 - \$500,000

143 Best Community Signage More Than \$500,000

144 Best Temporary Signage for A Community Less Than \$250,000

145 Best Temporary Signage for A Community \$250,000 - \$500,000

146 Best Temporary Signage for A Community More Than \$500,000

Submission Requirements for 141-146:

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

Judging Criteria for 141-146: Curb appeal, design, function, creativity, and value for dollars spent.

147 Best Interior Merchandising for Attached Model Home Less Than \$250,000

148 Best Interior Merchandising for Attached Model Home More Than \$250,000

149 Best Interior Merchandising for Detached Model Home Less Than \$250,000

150 Best Interior Merchandising for Detached Model Home More Than \$250,000

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

Submission Requirements for 147-151:

- 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 147-151: Price determined by base sales price of model plus options, upgrades, and designer-added features.

Judging Criteria for 147-151: 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.

152 Best Kitchen Design Less Than 2,000 sq. ft.

153 Best Kitchen Design More Than 2,000 sq. ft.

154 Best Master Bath Design Less Than 2,000 sq. ft.

155 Best Master Bath Design More Than 2,000 sq. ft.

(Note: Square footage for 152-155 based on total square footage of living space as built for the entire home.)

Submission Requirements for 152-155:

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

Judging Criteria 152-155: Use of furnishings and accessories; floor plan; use of space; lighting; and overall appeal to designated target market.

156 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 156: 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 Attached Home or Condo/Flat Less Than \$250,000

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

202 Best Detached Home Less Than \$350,000

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

204 Best Detached Home More Than \$600,000

205 Best Custom Home at Any Price

206 Best Active Adult Attached or Condo/Flat Home Less Than \$250,000

207 Best Active Adult Attached Home or Condo/Flat More Than \$250,000

208 Best Active Adult Detached Home Less Than \$250,000

209 Best Active Adult Detached Home More Than \$250,000

Submission Requirements for 200-209:

- 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 200-209: Price determined by base sales price of model plus options, upgrades, and designer-added features.

Judging Criteria for 200-209: Exterior design; interior floor plan; traffic pattern; use of space; and perceived value.

210 Best Re-Designed Product

Submission Requirements for 210:

- 6 images of ORIGINALLY designed product on CD, including Foyer, Master Bedroom, Master Bathroom, Kitchen, Family Room/Living Room, and one optional choice.
- 6 images/renderings of RE-DESIGNED product 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.
- A brief marketing statement (max. 200 words) explaining the design concept, reason for re-design, marketing strategy, target market, and sales success of re-designed product.

Judging Criteria for 210: Exterior design; interior floor plan; marketing strategy; use of space; and sales success.

OTHER CONSTRUCTION CATEGORIES

➤ Retail/Commercial

Office/Commercial

New Residential Rental

(Check Category Entered)

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 arrears (parking lot, buffer, recreational arrears, 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 Attached Home or Condo/Flat Community Less Than \$250,000

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

Best Detached Home Community Less Than \$250,000

Best Detached Home Community \$250,000 - \$500,000

Best Detached Home Community More Than \$500,000

Best Active Adult Community Less Than \$250,000

Best Active Adult Community More Than \$250,000

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	102-108
Best Ad	109-118
Best Sales Office	129-133
Best Landscaping	137-140
Best Signage	141-146
Best Interior Merchandising	147-151
Best Product Design	200-209

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 2009 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 Digital Media, Technology, and/or Animation

Submission Requirements for 405, which includes any interactive software; merchandising programs; digital displays; 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 \$250,000

414 Best Landscape Design for a Permanent Sales Office \$250,000 - \$500,000

415 Best Landscape Design for a Permanent Sales Office More Than \$500,000

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 \$250,000

417 Best Community Signage \$250,000 - \$500,000

418 Best Community Signage More Than \$500,000

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 \$250,000

420 Best Interior Merchandising for Attached Home More Than \$250,000

421 Best Interior Merchandising for Detached Home Less Than \$250,000

422 Best Interior Merchandising for Detached Home \$250,000 - \$500,000

423 Best Interior Merchandising for Detached Home More Than \$500,000

424 Best Interior Merchandising for Vignettted/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.