

2009 MAME AWARDS ENTRY INSTRUCTIONS

We thank you for your participation in the Builders League of South Jersey Sales Marketing Council's 2009 MAME Awards. **Please read these procedures thoroughly, as certain requirements have changed since last year.**

The **2009 MAME Awards** will recognize "the best of the best" in approximately 75 categories. Each entry will be judged on its merits by a panel of qualified judges who are recognized for their expertise in the home building and related industries and who are without conflict of interest. Winning entries will be selected based on the following, as applicable:

- Effect on overall sales
- Visual Impact
- Originality
- Copywriting
- Graphic Design (layout, typography, illustration, photography, etc.)
- Effectiveness in positioning an individual builder and conveying the desired image to the target market
- Quality of presentation – printing, paper selection, color scheme, etc.

IMPORTANT NOTE: Those entries **NOT** meeting **ALL** of the Submission Requirements listed in the Call for Entries for the category entered will be disqualified, so please read the requirements of each category carefully.

Each entry for the **2009 MAME AWARDS** will be comprised of the following items. All entry materials must be grouped together by entry number. Please submit the following number of copies of each of the following materials (except where otherwise noted.):

1. **Entry Form - 1 Copies**
2. **Complete Originals or Copies (as required) of the piece submitted**
3. **Appropriate number and type of images on CD-ROM to illustrate the entry, as listed in the Submission Requirements for each category**

One CD-ROM per entry that contains digital scans of the above required images. Please submit only one category per CD-ROM. The requirements for digital files are 8x10 or 7x10 at 100ppi RGB **JPEG** maximum quality. Please feel free to call the BLSJ Office should you have any questions (856-616-8460). **Please DO NOT SEND TIF FILES.**

All MAME entries must be in the BLSJ Office no later than September 25, 2009 at 5:00 p.m. Return payment and completed entries to:

**Builders League of South Jersey
114 Haddontowne Court
Cherry Hill, NJ 08034-3699**

On behalf of the Builders League of South Jersey and the Sales and Marketing Council, thank you for your participation and good luck in your entry.

Sincerely,

Qamara Edwards
SMC President



ELIGIBILITY

All materials and products entered in the **2009 MAME Awards** must be built, marketed and submitted by BLSJ builder or associate members in good standing. Communities entered in the 2009 MAME Awards must be located in Southern New Jersey, and have been offered for sale between October 1, 2008 and September 18, 2009.

➤ The Sales & Marketing Council has decided to allow previous winners to enter the competition for this year's award. Previous **MAME Winners** may now re-enter.

ENTRIES

Submit a separate entry form for each category entered. Photocopy each entry form as necessary. Label all accompanying images on CD or collateral material with category number, builder's name and community or model name. Please submit all **MAME** entries **on CD-ROM disk** as well as original copies as specified in the **Submission Requirements**. Include all materials with Entry Fee of \$50 per entry payable to BLSJ. Entries become the property of BLSJ and will not be returned. Entries must be 100% complete when received. Only entries received at BLSJ, 114 Haddontowne Court, Cherry Hill, NJ 08034-3699 by 5:00PM Friday, September 25, 2009, will be considered. **NO EXCEPTIONS.**

NEW FOR 2009: ENTER 2 CATEGORIES AND RECEIVE THE 3RD CATEGORY AT NO COST!

COMMUNITY OF THE YEAR ENTRIES

Unlike in past years, this year **no binder is required** to submit **Community of the Year** entries.

NOTE: At least one entry per community in each of eight major category types (logo, brochure, ad, sales office, landscaping, signage, interior merchandising and product) is required for Community of the Year/Grand Award consideration. Each sub-category within these categories is marked with a ♣ as a reminder. Entries in additional categories will be taken into consideration as tie-breakers for Grand Awards.

ASSOCIATE AWARDS

BLSJ Associate members in good standing are encouraged to enter appropriate marketing materials they have developed for self-promotion. Associates entering awards on their own behalf (i.e. entering their own logo, ad, brochure, etc.) should check-off the associate box on the entry form and submit the completed entry form along with all required materials and fees for each entry.

Associates are also encouraged to enter work they have accomplished on behalf of builder members, in the event the builders are not submitting the entries. As part of the continuing effort to acknowledge the importance of BLSJ Associate Membership, only sub-contractors who are Associate Members in good standing will be recognized at the awards banquet as contributors to **MAME** achievement. Non-member sub-contractors will not be acknowledged; nor will entries be accepted from non-members.

JUDGING

Each entry will be judged on its merits by a panel of qualified judges who are recognized for their expertise in homebuilding. Builders, Realtors, Architects, Merchandisers, Advertising and Marketing Experts from outside our market area and without conflict of interest will participate as judges.

Judges evaluate each entry on its own merits. In the event judges determine that an entry is not up to their standards for award recognition, no award will be presented in that category, even if only one entry is received. Conversely, if an entry is deemed award worthy, but does not fit a specific category, judges may elect to designate it as a **MAME** winner in a specialized category. In all instances, the decision of the judges is final.

At their option, this year's **MAME** judges may visit candidate communities early in October to see product design, merchandising, landscaping, signage and sales offices first-hand. Entrants will be advised of the date of judging so they can be sure their sites are staffed and open for inspection.

Remember, quality images on CD are still required for your **MAME** entries in many categories as specified. These images on CD will be used in the judging process and as part of the presentation at the **MAME** Awards dinner on Wednesday, November 11, 2009 at The Merion Caterers in Cinnaminson, NJ.