

**BUILDERS LEAGUE OF SOUTH JERSEY
MAME AWARDS 2010**

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).

You are invited to resubmit past entries or former winners for new or existing communities. Categories marked with ♦ are new for 2010. The symbol “<” means ‘less than’, the symbol “>” means ‘greater than’.

BUILDER MEMBERS

MARKETING AWARDS

100 Best Black & White Logo

101 Best Color Logo

Submission Requirements:

- 1 copy of logo art alone.
- 1 example of logo as used in advertising or collateral material. *Please DO NOT mount.*
- Brief written description of target market.
- 1 image of logo on CD.

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

**102 Best Condominium/Attached Community Brochure
Base Price \$200,000 or less**

**103 Best Condominium/Attached Community Brochure
Base Price \$201,000-\$300,000**

**104 Best Condominium/Attached Community Brochure
Base Price > \$301,000**

**105 Best Detached Single-Family Community Brochure
Base Price \$250,000 or less**

**106 Best Detached Single-Family Community Brochure
Base Price \$251,000-\$350,000**

**107 Best Detached Single-Family Community Brochure
Base Price \$351,000 - \$500,000**

**108 Best Detached Single-Family Community Brochure
Base Price > \$501,000**

**109 Best Active Adult Community Brochure Base Price
\$250,000 or less**

**110 Best Active Adult Community Brochure Base Price
\$251,000-\$350,000**

Submission Requirements:

- 5 originals of brochure including all floor plans, inserts and current price lists.
- At least 1 image of brochure cover and 3 interior images on CD.

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

111 Best Black & White Ad < ½ Page

112 Best Black & White Ad ½ Page

113 Best Black & White Ad > ½ Page

114 Best Color Ad < ½ Page

115 Best Color Ad ½ Page

116 Best Color Ad > ½ Page

117 Best Corporate Ad

Submission Requirements:

- 1 actual size copy of ad. *Please DO NOT mount.*
- 1 image of ad on CD.

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

118 Best Print Ad Campaign (Series of ads created with variations on a recognizable theme which appeared on sequential pages and/or insertions.)

Submission Requirements:

- 1 copy of each ad in the series. *Please DO NOT mount.*
- Brief written description of campaign strategy.
- 3 images on CD.

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

119 Best Radio Ad

120 Best Television Ad

Submission Requirements:

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

Judging Criteria: Technical production, sales approach, creativity and market penetration.

121 ♦ Best Community Marketing Video

Submission Requirements:

- 1 CD or DVD format video.
- Written statement including target market, media utilized, summary of results.
- Statement of production costs.

Judging Criteria: Technical production, sales approach, creativity and market penetration.

122 ♦ Best Corporate Marketing Video

Submission Requirements:

- 1 CD or DVD format video.
- Written statement including target market, media utilized, summary of results.
- Statement of production costs.

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Judging Criteria: Technical production, sales approach, creativity and market penetration.

123 Best Use of Digital Media, Technology and/or Animation (Any on-line marketing services; software modeling; merchandising programs; digital displays; innovative phone, computer or telecommunication systems; or visual marketing.)

Submission Requirements:

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

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

124 ♦ Best Use of Social Media (Facebook, YouTube, Twitter, Blog, etc.)

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of each social media platform used as it relates to overall marketing plan.
- 1 Digital image of home page for each platform on CD.

Judging Criteria: Aesthetic appeal, informative content, engagement with and number of followers/fans, etc.

125 Best Website – Custom Builder OR Community Specific

126 Best Website – Regional Builder (> 3 states)

127 Best Website – National Builder

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of site development as it relates to overall marketing plan.
- 1 Digital image of splash or home page on CD.

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

128 Best Public Relations Release/Campaign

Submission Requirements:

- 1 copy of individual press release or all elements of a themed campaign as supplied to the media.
- Full size copies of tearsheet. *Please DO NOT mount.*
- Brief written description including target audience, goal and results
- 3 images on CD.

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

129 Best Sales Special Event/Promotion by Builder or Broker

130 Best Builder Promotion TO Realtor

Submission Requirements:

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

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

131 ♦ Best Printed or Electronic Direct Mail Piece or Campaign

Submission Requirements:

- 1 original of the printed or electronic mailed piece.
- Brief written description explaining the campaign, goals, target market and results.

- 3 images on CD.

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

132 Best Billboard

Submission Requirements:

- 1 copy of billboard ad, no larger than 8 ½ x 11. *Please DO NOT mount.*
- 1 image on CD.

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

133 Best Overall Marketing Strategy

Submission Requirements:

- Brief written description (500 words) explaining the campaign, target market, branding strategy, goals and results.
- 3 images on CD.

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

134 Best Temporary Sales Office 400 SF or less

135 Best Temporary Sales Office > 401 SF

136 Best Permanent Sales Office 400 SF or less

137 Best Permanent Sales Office 401-600 SF

138 Best Permanent Sales Office > 601 SF

Submission Requirements:

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

Judging Criteria: Curb appeal, traffic flow, theme, décor and informative impact.

139 Best Design Center 1,200 SF or less

140 Best Design Center > 1,201 SF

Submission Requirements:

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

Judging Criteria: Traffic flow, presentation of information, selections and theme of environment.

141 Best Community Clubhouse

Submission Requirements:

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

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

142 Best Landscape Design – Temporary Sales Office

143 Best Landscape Design – Permanent Sales Office \$250,000 or less

144 Best Landscape Design – Permanent Sales Office \$251,000 - \$350,000

145 Best Landscape Design – Permanent Sales Office \$351,000 - \$500,000

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146 Best Landscape Design – Permanent Sales Office > \$501,000

Submission Requirements:

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

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

147 Best Community Signage \$250,000 or less

148 Best Community Signage \$251,000 - \$350,000

149 Best Community Signage \$351,000 - \$500,000

150 Best Community Signage > \$501,000

Submission Requirements:

- 4 images of model complex and entry on CD.
- Current price lists.
- Statement of signage costs.

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

151 Best Interior Merchandising for Condominium Model \$200,000 or less

152 Best Interior Merchandising for Condominium Model \$201,000 - \$300,000

153 Best Interior Merchandising for Condominium Model > \$301,000

154 Best Interior Merchandising for Attached Model \$200,000 or less

155 Best Interior Merchandising for Attached Model \$201,000 - \$300,000

156 Best Interior Merchandising for Attached Model > \$301,000

157 Best Interior Merchandising for Detached Model \$250,000 or less

158 Best Interior Merchandising for Detached Model \$251,000 - \$350,000

159 Best Interior Merchandising for Detached Model \$351,000 - \$500,000

160 Best Interior Merchandising for Detached Model > \$501,000

Pricing Criteria: Price is determined by BASE SALES price of the model, NOT INCLUDING options, upgrades or designer added features.

Submission Requirements:

- 6 images on CD including foyer, kitchen, family / living room, master bedroom, master bathroom and one optional room of choice.
- 5 originals of brochure, floor plan and current price lists.
- Written description of target market.
- Statement of base price, installed builder options with retail pricing and installed designer features with builder's cost.

Judging Criteria: Use of furnishings, accessories as they relate to architectural style, lighting, window and wall treatments, materials, color choices and overall appeal to target market.

161 Best Interior Merchandising for Vignette/ Unfinished Home at Any Price

Submission Requirements:

- 6 images on CD including foyer, kitchen, family / living room, master bedroom, master bathroom and one optional room of choice.
- 5 originals of brochure, floor plan and current price lists.
- Written description of target market; statement of base price, installed builder options with retail pricing and installed designer features with builder's cost.

Judging Criteria: Use of furnishings, accessories as they relate to architectural style, lighting, window and wall treatments, materials, color choices and overall appeal to target market.

162 Smart Growth Award

Submission Requirements:

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

Judging Criteria: Protecting and providing access to 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 Condominium 1,000 SF or less

201 Best Condominium 1,001 – 1,500 SF

202 Best Condominium > 1,501 SF

203 Best Attached Home 1,500 SF or less

204 Best Attached Home 1,501 – 2,000 SF

205 Best Attached Home > 2,001 SF

206 Best Detached Home 1,800 SF or less

207 Best Detached Home 1,801 – 2,500 SF

208 Best Detached Home 2,501 – 3,200 SF

209 Best Detached Home > 3,201 SF

210 Best Active Adult Condominium or Attached Home 1,500 SF or less

211 Best Active Adult Condominium or Attached Home 2,501 – 2,000 SF

212 Best Active Adult Condominium or Attached Home > 2,001 SF

213 Best Active Adult Detached Home 1,800 SF or less

214 Best Active Adult Detached Home 1,801 – 2,500 SF

215 Best Active Adult Detached Home > 2,501 SF

Submission Requirements:

- 6 images on CD including foyer, kitchen, family/living room, master bedroom, master bathroom and one optional room of choice.

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- 3 images on CD of exterior including front façade and relationship of home to lot.
- 5 original brochures with floor plans and current price list.
- Brief marketing statement explaining design concept, target market and sales success of home.

Judging Criteria: Exterior design, interior floor plan, traffic flow, room layout, use of space and perceived value.

216 Best Kitchen Design in Home 1,800 SF or less

217 Best Kitchen Design in Home 1,801 – 2,500 SF

218 Best Kitchen Design in Home 2,501 – 3,200 SF

219 Best Kitchen Design in Home > 3,201 SF

220 Best Master Bath Design in Home 1,800 SF or less

221 Best Master Bath Design in Home 1,801 – 2,500 SF

222 Best Master Bath Design in Home 2,501 – 3,200 SF

223 Best Master Bath Design in Home > 3,201 SF

Submission Requirements:

- 4 images on CD.
- 1 copy of floor plan with room dimensions.
- Written description of target market.

Judging Criteria: Room layout and design, use of space, lighting and overall appeal to target market.

224 Best Re-Designed Product

Submission Requirements:

- 6 images of ORIGINAL product on CD including foyer, kitchen, family/living room, master bedroom, master bathroom, and one optional room of choice.
- 6 images/renderings of RE-DESIGNED product on CD including foyer, kitchen, family/living room, master bedroom, master bathroom, and one optional room of choice.
- 3 images on CD of exterior including front façade and relationship of home to lot.
- 5 original brochures with floor plans and current price list.
- Brief marketing statement explaining design concept, reason for re-design, marketing strategy, target market and sales success of re-designed product.

Judging Criteria: Exterior design, interior floor plan, traffic flow, room layout, use of space and perceived value.

225 Best Attached/Multi-Family Green Home

226 Best Single Detached Green Home

Submission Requirements:

- Level of Energy Efficiency (Preliminary or final HERS score)
- 6 images of the home on CD.
- Copy of certification or registration in a green building program.
- Brief summary of project and green construction techniques used and costs associated with energy efficient features.

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.

OTHER CONSTRUCTION CATEGORIES

PLEASE CHECK CATEGORY ENTERED

- Retail/Commercial
- Office/Commercial
- New Residential Rental

MARKETING AWARDS

250 Best Black & White Logo

251 Best Color Logo

Submission Requirements:

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

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

252 Best Brochure

Submission Requirements:

- 5 originals of brochure including all floor plans, inserts and current price lists.
- At least 1 image of brochure cover and 3 interior images on CD.

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

253 Best Black & White Ad

254 Best Color Ad

Submission Requirements:

- 1 actual size copy of ad. *Please DO NOT mount.*
- 1 image of ad on CD.

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

255 Best Signage (Main Office ID, Directionals, Address, Exterior)

Submission Requirements:

- 4 images on CD, including main ID, onsite directionals, and/or interior signage as appropriate for use in a commercial building.
- Written statement of signage costs.

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

256 Best Landscape Design

Submission Requirements:

- 6 images on CD of entrance and other significant landscaped areas (parking lot, buffer, recreational areas, open space or clubhouse).
- Written statement of landscaping costs.

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

PRODUCT DESIGN AWARDS

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

Submission Requirements:

- 6 images showing representative interior (including lobby) and exterior spaces on CD.
- 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.

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258 Best Design for a Rehabbed or Remodeled Retail, Office or Residential Rental (Exterior and Interior)

Submission Requirements:

- 8 images illustrating comparable interior and exterior spaces "Before" and "After" rehab or remodeling on CD.
- 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 existing structure, architectural design and aesthetic qualities and value of the renovation and its impact relative to cost.

GRAND AWARDS

COMMUNITY OF THE YEAR

A "Community of the Year" award will be presented to one community in each of the following categories:

- 300 Best Condominium/Attached Community \$200,000 or less**
- 301 Best Condominium/Attached Community \$201,000 - \$300,000**
- 302 Best Condominium/Attached Community > \$301,000**
- 303 Best Detached Single-Family Community \$250,000 or less**
- 304 Best Detached Single-Family Community \$251,000 - \$350,000**
- 305 Best Detached Single-Family Community \$351,000 - \$500,000**
- 306 Best Detached Single-Family Community > \$501,000**
- 307 Best ACTIVE ADULT Community \$200,000 or less**
- 308 Best ACTIVE ADULT Community \$201,000 - \$300,000**
- 309 Best ACTIVE ADULT Community > \$301,000**

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

- 100-101 Best Logo
- 102-110 Best Brochure
- 111-117 Best Ad
- 134-138 Best Sales Office
- 142-146 Best Landscaping
- 147-150 Best Signage
- 151-160 Best Interior Merchandising
- 200-215 Best Product Design

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 in the event of a tie. Communities which were entered last year, including last year's winners, may be entered again if they have been actively selling throughout the current calendar year.

SALES VOLUME AWARDS

310 Million Dollar Club Awards

- Up to \$4,999,999 Total Sales
- \$5,000,000 - \$6,999,999 Total Sales
- \$7,000,000 - \$9,999,999 Total Sales
- \$10,000,000 - \$14,999,999 Total Sales
- More than \$15,000,000 Total Sales

311 Option Sales Achievement Awards

- \$100,000 - \$499,999 Option Sales
- \$500,000 - \$999,999 Option Sales
- More than \$1,000,000 Option Sales

312 Highest Dollar Volume Salesperson

313 Highest # Homes Salesperson

314 ♦ Highest Option Dollar Volume Sales Consultant

Submission Requirements:

- Enter candidate(s) on the Million Dollar Club / Sales Volume Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.

INDIVIDUAL ACHIEVEMENT AWARDS

GENERAL Submission Requirements:

- Enter candidate(s) on the Individual Achievement Awards Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.
- Submit a brief (500 words or less) written statement answering the following questions AND any category specific questions noted under the individual award.
 - Did the nominee(s) achieve the goals set for number of homes sold, sales volume and closing ratios?
 - What responsibilities (marketing, training, processing, management, etc.) did the nominee(s) have in addition to sales/marketing?
 - What personal qualities does the nominee(s) have which enhances his/her professionalism?
 - What difficulties did the nominee(s) encounter in selling/marketing the product and how did they overcome them?

Judging Criteria: Nominees for Individual Achievement Awards are judged on the combined evaluation of all elements of the entry package.

315 Rookie of the Year

Eligibility: Nominee must be in their **first year of new home sales** (hired on or after October 1, 2009). Any sale where a contract/agreement of sale was fully executed between October 1, 2009 and September 23, 2010 is eligible.

Submission Requirements:

- Answer General Submission questions listed above, **plus**
- What level of growth did your Rookie achieve during his/her first year?

316 Salesperson of the Year

Eligibility: Nominee must have achieved \$5,000,000 or more in new home sales. Any sale where a contract/agreement of sale was fully executed between October 1, 2009 and September 23, 2010 is eligible.

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Submission Requirements:

- Answer General Submission questions listed above.

317 Sales Team of the Year

Eligibility: Nominee must have achieved \$5,000,000 or more in new home sales. Any sale where a contract/agreement of sale was fully executed between October 1, 2009 and September 23, 2010 is eligible.

Submission Requirements:

- Answer General Submission questions listed above, **plus**
- How were team dynamics / challenges addressed?

318 Sales Director of the Year

Eligibility: Nominee must directly manage and train on-site new home sales personnel.

Submission Requirements:

- Answer General Submission questions listed above, **plus**
- What level of growth did nominee achieve during the past year?
- How many salespeople did nominee have under his/her direct supervision?

319 Marketing Director of the Year

Eligibility: Nominee must be responsible for developing and implementing marketing plan including market research, product development, marketing communications plan, merchandising and advertising.

Submission Requirements:

- Answer General Submission questions listed above, **plus**
- What level of growth did nominee achieve during the past year?
- How many disciplines did nominee have under his/her direct supervision?

320 Project Superintendent of the Year

Eligibility: Nominee must have demonstrated ability to manage and coordinate the overall job and meet construction deadlines.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.
- Submit a brief (500 words or less) written statement answering the following questions:
- What size and type project was the nominee responsible for?
- How were the construction goals achieved?
- What type of problems or unusual circumstances had to be overcome?

321 Project/Production Manager of the Year

Eligibility: Nominee must have demonstrated ability to manage and coordinate the overall job and meet construction deadlines.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.
- Submit a brief (500 words or less) written statement answering the following questions:
- What size and type project was the nominee responsible for?
- How were the construction goals achieved?
- What type of problems or unusual circumstances had to be overcome?

ASSOCIATE MEMBERS

MARKETING AWARDS

400 ♦ Best Black & White Logo

401 ♦ Best Color Logo

Submission Requirements:

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

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

402 Best Corporate Brochure

Submission Requirements:

- 5 original brochures.
- Written statement of target market.

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

403 Best Print Ad

Submission Requirements:

- 1 actual size copy of ad. *Please DO NOT mount.*
- 1 image on CD.

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

404 Best Print Ad Campaign (Series of ads created with variations on a recognizable theme which appeared on sequential pages and/or insertions.)

Submission Requirements:

- 1 copy of each ad in the series. *Please DO NOT mount.*
- Brief written description of campaign strategy.
- 3 images on CD.

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

405 Best Radio Ad

406 Best Television Ad

Submission Requirements:

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

Judging Criteria: technical production, sales approach, creativity and market penetration.

407 Best Use of Digital Media, Technology and/or Animation (Any on-line marketing services; software modeling; merchandising programs; digital displays; innovative phone, computer or telecommunication systems; or visual marketing.)

Submission Requirements:

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

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

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408 ♦ Best Use of Social Media (Facebook, YouTube, Twitter, Blog, etc.)

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of each social media platform used as it relates to overall marketing plan.
- 1 Digital image of home page for each platform on CD.

Judging Criteria: Aesthetic appeal, informative content, engagement with and number of followers/fans, etc.

409 Best Website

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of site development as it relates to overall marketing plan.
- 1 Digital image of splash or home page on CD.

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

410 Best Public Relations Release or Campaign

Submission Requirements:

- 1 copy of individual press release or all elements of a themed campaign as supplied to the media.
- Full size copies of tearsheet. *Please DO NOT mount.*
- Brief written description including target audience, goal and results.
- 3 images on CD.

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

411 Best Sales Special Event/Promotion

Submission Requirements:

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

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

412 Best Printed or Electronic Direct Mail Piece or Campaign

Submission Requirements:

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

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

413 Best Billboard

Submission Requirements:

- 1 copy of billboard ad, no larger than 8 ½ x 11. *Please DO NOT mount.*
- 1 image on CD.

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

414 Best Overall Marketing Concept

Submission Requirements:

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

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

415 Best Landscape Design – Temporary Sales Office

416 Best Landscape Design – Permanent Sales Office \$250,000 or less

417 Best Landscape Design – Permanent Sales Office \$251,000 - \$350,000

418 Best Landscape Design – Permanent Sales Office \$351,000 - \$500,000

419 Best Landscape Design – Permanent Sales Office > \$501,000

Submission Requirements:

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

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

420 Best Community Signage \$250,000 or less

421 Best Community Signage \$251,000 - \$350,000

422 Best Community Signage \$351,000 - \$500,000

423 Best Community Signage > \$501,000

Submission Requirements:

- 4 images of model complex and entry on CD.
- Current price lists.
- Statement of signage costs.

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

424 Best Interior Merchandising for Condominium Model \$200,000 or less

425 Best Interior Merchandising for Condominium Model \$201,000 - \$300,000

426 Best Interior Merchandising for Condominium Model > \$301,000

427 Best Interior Merchandising for Attached Model \$200,000 or less

428 Best Interior Merchandising for Attached Model \$201,000 - \$300,000

429 Best Interior Merchandising for Attached Model > \$301,000

430 Best Interior Merchandising for Detached Model \$250,000 or less

431 Best Interior Merchandising for Detached Model \$251,000 - \$350,000

432 Best Interior Merchandising for Detached Model \$351,000 - \$500,000

433 Best Interior Merchandising for Detached Model > \$501,000

Pricing Criteria: Price is determined by BASE SALES price of the model, NOT INCLUDING options, upgrades or designer added features.

Submission Requirements:

- 6 images including foyer, kitchen, family / living room, master bedroom, master bathroom and one optional room of choice on CD.
- 5 originals of brochure, floor plan and current price lists

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- Written description of target market.
- Statement of base price, installed builder options with retail pricing and installed designer features with builder's cost.

Judging Criteria: Use of furnishings, accessories as they relate to architectural style, lighting, window and wall treatments, materials, color choices and overall appeal to target market.

434 Best Interior Merchandising for Vignette/ Unfinished Home at Any Price

Submission Requirements:

- 6 images including foyer, kitchen, family / living room, master bedroom, master bathroom and one optional room of choice on CD.
- 5 originals of brochure, floor plan and current price lists.
- Written description of target market; statement of base price, installed builder options with retail pricing and installed designer features with builder's cost.

Judging Criteria: Use of furnishings, accessories as they relate to architectural style, lighting, window and wall treatments, materials, color choices and overall appeal to target market.

435 Best Showroom

Submission Requirements:

- Written description explaining use of the showroom.
- 6 images of showroom demonstrating key spaces and elements on CD.

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

INDIVIDUAL ACHIEVEMENT AWARDS

436 ♦ Salesperson of the Year

Eligibility: Any sale where a contract/agreement of sale was fully executed between October 1, 2009 and September 23, 2010 is eligible.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.
- Submit a brief (500 words or less) written statement answer the following questions:
 - Did the nominee(s) achieve the goals set for sales volume?
 - What responsibilities (marketing, training, processing, management, etc.) did the nominee(s) have in addition to sales?
 - What personal qualities does the nominee(s) have which enhances his/her professionalism?
 - What difficulties did the nominee(s) encounter in selling/marketing the product and how did they overcome them?

437 ♦ Performance Achievement Award

Eligibility: Nominee must have made significant contribution to the success of the Associate Member.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
- 1 5x7 photo of candidate on CD.
- Submit a brief (500 words or less) written statement answer the following questions:
 - What were the position responsibilities of nominee?
 - In what specific ways did nominee go above and beyond their responsibilities and contribute to the overall success of the company?

- What type of problems or unusual circumstances had to be overcome?

REMODELER MEMBERS

MARKETING AWARDS

500 ♦ Best Black & White Logo

501 ♦ Best Color Logo

Submission Requirements:

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

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

502 ♦ Best Corporate Brochure

Submission Requirements:

- 5 original brochures.
- Written statement of target market.

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

503 ♦ Best Print Ad

Submission Requirements:

- 1 actual size copy of ad. *Please DO NOT mount.*
- 1 image on CD.

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

504 ♦ Best Printed or Electronic Direct Mail Piece or Campaign

Submission Requirements:

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

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

505 ♦ Best Website

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of site development as it relates to overall marketing plan.
- 1 Digital image of splash or home page on CD.

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

506 ♦ Best Use of Social Media (Facebook, YouTube, Twitter, Blog, etc.)

Submission Requirements:

- Complete web address for viewing.
- Brief explanation of strategy of each social media platform used as it relates to overall marketing plan.
- 1 Digital image of home page for each platform on CD.

Judging Criteria: Aesthetic appeal, informative content, engagement with and number of followers/fans, etc.

BLSJ MAME AWARDS - 2010

507 ♦ Best Sales Special Event/Promotion

Submission Requirements:

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

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

508 ♦ Best Overall Marketing Strategy

Submission Requirements:

- Brief written description explaining the campaign, target market, branding strategy, goals and results.

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

509 ♦ Best Showroom

Submission Requirements:

- Written description explaining use of the showroom.
- 6 images of showroom demonstrating key spaces and elements on CD.

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

510 ♦ Best Business Innovation

Submission Requirements:

- Brief (500 words) written description explaining innovative new process, program, initiative and how it impacted the business.

Judging Criteria: Completeness of implementation of innovation within company, impact on business process and customers, if applicable.

CONSTRUCTION AWARDS

550 ♦ “Green” Building Renovations

Submission Requirements:

- 6 copies of marketing statement explaining how the project qualifies as “Green/ Sustainable” construction, including support materials, certifications, awards, etc.
- 8 images of your choice on CD including 4 “before” and 4 “after” (including applicable exterior or interior views)
*Photos should identify “green/ recyclable and sustainable” features used.
- 6 copies of floor plan.
- 1 copy of architectural plans, including site plan.

Judging Criteria: Exterior design and materials and landscaping; building components/materials and interior floor plan; “green/ recyclable and sustainable features” indicated in the marketing statement.

551 ♦ Best Design for a Rehabbed or Remodeled Retail, Office or Residential Rental (Exterior and Interior)

Submission Requirements:

- 8 images illustrating comparable interior and exterior spaces “Before” and “After” rehab or remodeling on CD.
- 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 existing structure, architectural design and aesthetic qualities and value of the renovation and its impact relative to cost.

552 ♦ Additions, Alterations and Renovations

Submission Requirements:

- 6 copies of brief description of goals and objectives of project.
- 8 images of your choice on CD including 4 “before” and 4 “after” (including applicable exterior or interior views).
- 6 copies of floor plans or 1 copy of blueprints of finished project.

Judging Criteria: Creative approach, design, sensitivity to existing structure, use of existing elements and space.

553 ♦ Historic* Renovation - Residential

554 ♦ Historic* Renovation - Commercial

**Must be 75 years old or more to be considered Historic. The renovation must preserve the original integrity of the house or building.*

555 ♦ Commercial Renovation \$500,000 or less

556 ♦ Commercial Renovation \$501,000 - \$1,000,000

557 ♦ Commercial Renovation > \$1,000,000

558 ♦ Deck and/or Patio

559 ♦ Accessory Building Renovation

Garage, Guest Cottage, Barn, Gazebo, Pool Cabana, etc.)

560 ♦ Special Feature Room Renovation (Interior)

Basement, Billiard, Game Room, Media, Wine Cellar, Pool, Library, Home Theater, etc.

561 ♦ Remodeled Kitchen \$100,000 or less

562 ♦ Remodeled Kitchen > \$101,000

563 ♦ Remodeled Bathroom \$25,000 or less

564 ♦ Remodeled Bathroom > \$25,000

565 ♦ Residential Addition/Alteration \$50,000 or less

566 ♦ Residential Addition/Alteration \$50,001 - \$150,000

567 ♦ Residential Addition/Alteration \$151,000 - 250,000

568 ♦ Residential Addition/Alteration \$251,000 - \$500,000

569 ♦ Residential Addition/Alteration \$501,000 - 750,000

570 ♦ Residential Addition/Alteration > \$751,000

Submission Requirements:

- 6 copies of brief description of goals and objectives of project.
- 8 images of your choice including 4 “before” and 4 “after” (including applicable exterior or interior views) on CD.
- 6 copies of floor plans or 1 copy of blueprints of finished project.

Judging Criteria: Creative approach, design, sensitivity to existing structure, use of existing elements and space.

INDIVIDUAL ACHIEVEMENT AWARDS

571 ♦ Sales Volume Achievement Awards

Up to \$499,999 Total Sales
\$501,000 - \$999,999 Total Sales
More than \$1,000,000 Total Sales

- Submission Requirements: Enter sales candidate on Million Dollar Club Entry Form which must be signed by officer or principal of the company.
 - 1 5x7 photo of candidate on CD.
-

572 ♦ Salesperson of the Year

Eligibility: Any sale where a contract/agreement of sale was fully executed between October 1, 2009 and September 23, 2010 is eligible.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
 - 1 5x7 photo of candidate on CD.
 - Submit a brief (500 words) written statement answer the following questions:
 - Did the nominee(s) achieve the goals set for sales volume?
 - What responsibilities (marketing, training, processing, management, etc.) did the nominee(s) have in addition to sales?
 - What personal qualities does the nominee(s) have which enhances his/her professionalism?
 - What difficulties did the nominee(s) encounter in selling/marketing the product and how did they overcome them?
-

573 ♦ Project/Production Manager of the Year

Eligibility: Nominee must have demonstrated ability to manage and coordinate the overall job and meet construction deadlines.

Submission Requirements:

- Enter candidate(s) on the Individual Achievement Entry Form which must be signed by officer or principal of the company.
 - 1 5x7 photo of candidate on CD.
 - Submit a brief (500 words) written statement answer the following questions:
 - What size and type project was the nominee responsible for?
 - How were the construction goals achieved?
 - What type of problems or unusual circumstances had to be overcome?
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