



2011 MAME AWARDS ENTRY INSTRUCTIONS

ATTENTION: Builders, Associates and Remodelers. The 2011 Mame Awards Event is Wednesday, November 16, 2011. We encourage all members in good standing to take this opportunity to promote your achievements by entering to win MAME recognition in one of the many categories created especially for your business. Please read these procedures thoroughly as certain requirements have changed since last year.

The 2011 MAME Awards will recognize the “best of the best” in over 150 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 the individual member and conveying the desired image to the target market
- ◇ Quality of presentation (printing, paper selection, color scheme, etc.)

Past entries or former winners are eligible this year! We encourage you to re-submit in 2011!

Entries that do not meet ALL of the Submission Requirements listed in the Call for Entries will be disqualified. Please read the requirements of each category carefully.

Each entry for the 2011 MAME Awards must include the following items. All entry materials must be grouped together by category number. Please submit the number of copies as noted here or in the specific category instructions in the Call for Entries.

1. Entry Form – 1 copy
2. Complete originals or copies (as required) of the entry submitted
3. Appropriate number and type of images on CD to illustrate the entry
4. Entry Fee Summary Form – 1 copy

Note: Please submit individual CDs for each entry which requires images. Digital files should be 8 x 10 or 7 x 10 at 100 ppi RGJ, .JPEG maximum quality. Please feel free to call the BLSJ office if you have any questions (856-616-8460). **Please do NOT send .TIF files.**

All MAME entries along with full payment must be received by the BLSJ office no later than FRIDAY, SEPTEMBER 23, 2011 at 5:00 pm.

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 & Marketing Council, thank you for your participation in this year’s MAME Awards and good luck with your entry.

Sincerely,

Pam Perini
SMC President



MAME AWARD ENTRY INSTRUCTIONS

ELIGIBILITY

All materials and products entered in the MAME Awards must be built, marketed and submitted by BLSJ **Builder, Associate or Remodeler** in good standing. Communities entered in the MAME Awards must be located in Southern New Jersey, and have been offered for sale between October 1, 2010 and September 23, 2011.

♦ **Past entries or former winners are eligible this year. We encourage you to re-submit in 2011!**

ENTRIES

Submit a separate entry form for each category entered. Label all accompanying images on CD or collateral material with **category number, company name and community/project or model name**. Please submit all MAME entries on CD as well as original copies as specified in Submission Requirements for the applicable category. Include all materials with the appropriate Entry Fee payable to Builders League of South Jersey. Entries become the property of BLSJ and will NOT be returned. Entries must be 100 percent complete when received or they will be disqualified. Only entries received at the BLSJ office, 114 Haddontowne Court, Cherry Hill, NJ 08034-3699 by 5:00 PM Friday, September 23, 2011 will be considered, **NO EXCEPTIONS**.

FEE SCHEDULE

Entry fee is \$50 per entry for all categories EXCEPT the Million Dollar Club entries, which are \$25 each.

SPECIAL OFFER: Enter two (2) categories and receive the third (3rd) category **FREE!**

COMMUNITY OF THE YEAR ENTRIES

At least one entry 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. Entries in additional categories will be taken into consideration as tie-breakers for Grand Awards.

Because of the **SPECIAL OFFER** above, you save \$100 when you enter the Community of the Year category!

ASSOCIATE AWARDS

BLSJ Associate Members in good standing are encouraged to enter appropriate marketing materials they have developed for promoting their own business, i.e. their own logo, ad, brochure, etc. Associates are also encouraged to enter work they have accomplished on behalf of builder members in the event that the Builder is not submitting the entries on its own behalf. See Series 400 entries for Associate Member Award categories.

REMODELER AWARDS

New this year is the opportunity for Remodeler Members in good standing to enter categories specifically highlighting their achievements in both marketing and product design as well as individual achievement. See Series 500 entries for Remodeler Member Award categories.

JUDGING

Each entry will be judged on its merits by a panel of qualified judges who are recognized for their expertise in the homebuilding related industry. 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 different 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.