

***Look for Changes in Categories, Judging Criteria:
New Categories for Social Media, Internet Advertising,
Internet Specialist, Superintendent of the Year,
the return of Lender of the Year
and New Easy To Enter Judging Criteria***

November 2009

Dear Builders and Triangle Sales and Marketing Professionals:

In April 2010, the Triangle Sales and Marketing Council of the North Carolina Homebuilders Associations of Raleigh/Wake County and Durham, Orange Chatham Counties, will celebrate the annual Triangle MAME Awards, **MAME's Anatomy, The Prescription for Success!** These prestigious awards mirror the National Sales and Marketing Council's Awards which have established themselves as the Academy Awards of new homes sales and marketing.

What are your Major Achievements in Marketing Excellence? What are you most proud of in your advertising, merchandising, product design or sales efforts in 2009? We all work hard and have risen to the top of our industry. You deserve the recognition. However, you must enter to win! This Call for Entries outlines everything you will need to know to submit your entries for MAME. Please enter as many times as are applicable paying special attention to the simplified judging criteria for each category.

New this year, we are introducing an on-line version of MAME School through podcasts to help guide you on the best techniques for creating a winning entry.

The Triangle Sales and Marketing Council will once again present the Annual Million Dollar Circle Awards. These prestigious awards recognize the talented professionals who produce millions of dollars in sales for the new home building industry. If you are one of the dedicated, elite sales professionals whose hard work has produced big results, don't miss this opportunity to be recognized. All Million Dollar Recipients will be recognized at the MAME Gala in April.

On behalf of the MAME Committee, thank you for your contribution to being The Prescription for Success. Our hope is that you not only have a wonderful evening and win many awards, but that through MAME, you will find the opportunity to further market and grow your business. Should you have any questions, please contact me at 919-621-1619 – JennyM@TheStoneAgency.com, or Nancy Latz, Rules and Regulations Chairperson at 919-398-4044 - NLatz@1stChoiceCabinets.com, or Andy Ladner, HBA at 919-233-2033 – ALadner04@HBAWake.com. We look forward to seeing you all for another fantastic MAME!

MAME's Anatomy – Your Prescription for Success



Jenny Martin
2010 **MAME** Chair



2010 MAME Calendar

Important Dates to Remember

Beginning December 1, 2009	MAME School – Online!	Log on to www.hbawake.com or www.hbadoc.com and look for the link.
Friday, December 18, 2009	“Early Bird” MAME Entry Deadline (Entry fee of \$125 and entry form due at this time)	By 5:00pm at HBA-RWC or HBA-DOC
Friday, February 5, 2010	Regular MAME Entry Deadline (Entry fee of \$150, entry form, and all collateral materials due at this time)	By 5:00pm at HBA-RWC or HBA-DOC
Friday, February 5, 2010	Million Dollar Circle Entry Deadline (Entry fee of \$65 per TSMC member/sales associate submitted. Payment MUST accompany entries. Companies submitting multiple entries must pay all entry fees with one check.)	By 5:00pm at HBA-RWC or HBA-DOC
Friday, February 5, 2010	“Early Bird” Collaterals Deadline (All collateral materials for “Early Bird” entries due at this time)	By 5:00pm at HBA-RWC or HBA-DOC
Monday, February 8, 2010	Late MAME Entry Deadline (Late entry fee of \$200, entry form, and all collateral materials due at this time)	By 5:00pm at HBA-RWC or HBA-DOC
Thursday & Friday March 4 & 5, 2010	Judging (Entries in categories 13-20 MUST be available for viewing by the judges from 9:00am to 6:00pm on judging days.)	
Friday, March 19, 2010	Sponsor Commercial/Video Deadline	By 5:00pm at the HBA-RWC
April, 2010	MAME (Awards Gala) (\$100/ticket)	Specific Date and Location to be Announced
Monday, May 17, 2010	Deadline to Claim Entry Materials	By 5:00pm at the HBA-RWC

Rules / Submission Requirements

Please make sure to follow the submission requirements for each category entered. Failure to do so may result in disqualification of the entry.

Eligibility: All products/communities must be built and/or marketed by an HBARWC and/or HBADOC member in good standing during the time period January 1, 2009 – December 31, 2009 to be eligible. Among those in the industry eligible to enter are home builders, developers, marketing professionals, sales managers, sales personnel, advertising or public relations agencies, mortgage lenders, interior designers/merchandisers, architects, Realtors, etc. The subject community must have been offered for sale during the period from January 1 to December 31, 2009 and located in Wake, Durham, Orange, or Chatham Counties, or any adjoining counties. **A product or community that won a previous MAME competition may not be entered again in the same category unless they enter an entirely new product or community not previously entered.** For example, an entirely new ad, brochure, model, etc. would meet these requirements. Entry may be submitted for Individual Achievement Awards by the same person or persons who won in a previous MAME Award's competition. Direct questions to Judging Chair Ashley Rain at arain@pcshomes.com, or Andy Ladner at (919)233-2033 or aladner04@hbwake.com.

Entries: A separate entry form must be submitted with each category entered and attached to the related support materials. The entry forms contained in the package may be copied for multiple entries. The entry form must be completed and all entry requirements must be satisfied to be eligible. All support material should be appropriately labeled with category number and name, builder name and name of community. Support material not in notebook must be placed in a large envelope or otherwise wrapped and labeled with category number and name of entrant.

Definitions: For the purpose of the MAME Awards, *Company* (*) is defined as a building company, development company, sales and marketing company, advertising company or agency, interior designers, architects, lenders, etc. *Community* (**) is defined as having less than 300 homes in the overall plan. *Master Planned Community* (***) is defined with amenities, a mix of product and price ranges and more than 300 homes in overall plan (may include commercial). *Condominium Complex***** is defined as a multiple unit attached housing complex where a buyer owns his individual unit, plus a share of the ground underneath.

Photo, Digital Prints & Files: All photos and digital files must be in color and marked with category number and company name. Entries missing photo(s) and/or digital files will be disqualified. Print the entry information on the reverse of each photo. Images can be vertical or horizontal. Image size cannot exceed 8-1/2" x 11". All digital files should be saved as JPEGs at 300 dpi or higher w-1800 x h- 1200, approx. 6-7 megabytes. (Used for Awards show, PR and website only). **DO NOT PUT LABELS ON CDs OR DVDs as this may cause media not to function properly. Any digital media that does not run WILL NOT BE JUDGED.**

MAME (Crash Course) School: New this year, MAME School will be available on-line instead of scheduled classroom times. While not mandatory, all responsible for preparing entries for competition are strongly encouraged to log on and review MAME School. This is especially important to first-time MAME entrants.

Categories: The MAME Committee has the right to change the category for an entry if it is deemed the entry does not qualify in the category for which it was submitted and may, at its discretion, create new categories as the need arises.

Notebooks: Entries should be submitted in color coordinated notebooks as follows: Categories (1-23) Black, and categories (26-34) Blue. Notebooks must have a clear cover sleeve to insert entry form and a label on the spine with the category number and company name. Notebooks are required for all Individual Achievement Awards and marketing categories. See category for specific details.

Entry Fee: The "EARLY BIRD" entry fee is \$125 for each marketing and Individual Achievement Award submission (check and entry form only due at "Early Bird" Deadline, collaterals due at a later date – see calendar). The REGULAR Deadline entry fee is \$150 for each Marketing and Individual Achievement Award submission (entire entry package due). The LATE Deadline entry fee is \$200 for each Marketing and Individual Achievement Award submission (entire entry package due). Million Dollar Circle entries require an entry fee of \$65 per sales associate submitted (remember: only TSMC members may enter). Payment MUST accompany entries. Companies submitting multiple entries must pay all entry fees with one check. Make checks payable to the HBARWC. Master Card & VISA are accepted. Entry fees are non-refundable. Please include a copy of the check along with a copy of all entry forms covered by payment. See the calendar for "Early Bird", Regular, and Late Deadline dates.

Return of Material: All entry materials can be picked up at the HBARWC office within one month after the awards gala. Entry material not claimed by this date will become property of MAME and may be used at MAME school or discarded. Return of materials is not guaranteed and MAME is not responsible for loss or damage of materials.

Publishing Rights: In entering the MAME awards programs, entrants grant MAME/TSMC and/or HBA permission to publish and/or reproduce entries in any HBA publication or product as well as grant the MAME/TSMC and/or HBA permission for publication or reproduction in any trade or consumer publication or product.

Deadline: All entries must be received at the HBA-RWC, 5580 Centerview Drive, Ste 115, Raleigh, NC 27606 or the HBA-DOC, 20 W. Colony Place #180, Durham 27705 according to entry time restrictions found on the MAME Calendar in this booklet. **ABSOLUTELY NO EXCEPTIONS!**

Available for Judges' Consideration: Entries in categories 13-21 must be available for viewing by the judges from 9:00am to 6:00pm on judging days. If home is not available for viewing when the judges arrive, it will not be judged. Occupied homes must have a signed Homeowner Waiver/Release in order to be judged. Detailed directions from the HBA to the site as well as a computerized map from a website such as Map Quest must be provided.

Inclement Weather Policy: In the event of inclement weather just before or during the judging that affects site visits, entries will be judged by photos.

Mandatory Individual Achievement Form: (Categories 26-34) A copy of the Individual Achievement Form for each category is available on-line at www.HBAWAKE.com or www.HBADOC.com. Submittal information must be complete - an incomplete submittal will result in disqualification. All Mandatory Individual Achievement entries must be submitted in first person. Individual entry forms must be validated by employer or supervisor.

Marketing Statements: *Do not refer to community or company name in the text. Please DQ include company name on the spine of the entry notebook.*

Judging: **Judging dates are noted on the calendar.** Distinguished experts selected for their expertise in the fields of sales management, new homes sales, interior merchandising, product design, marketing, building, and development from outside the area will judge the entries. Each entry will be judged on its own merits – only on the entry material submitted; on site visit, if applicable; and only as it relates to the judging criteria – by our panel of highly qualified impartial judges.

Each of the items listed under the *judging criteria* will be graded on the following point scale: Adequate =1 Good =2 Very Good =3 Excellent = 4 Superior =5

The points awarded for each item under the *judging criteria* will be totaled to give a total number of points for that entry. In categories 1-23, each entry will also be judged on presentation of entry material. If only one entry is received in a given category, judges have the option of deciding whether an award will be presented in that category. Judges, in consultation with the MAME Rules Committee, will have the right to change the category for an entry if it is felt the entry does not qualify in the category for which it was submitted. The Judges may, at their discretion, create new categories as the need arises. The decisions of the judging panel are final.

Nationals: Entering your Gold Award Winning MAME entry into the National Sales and Marketing Council's Awards is as easy as **A-B-C-D**.

- A. Hold on to your Gold award-winning entry until time to submit to the Nationals.
- B. Copy your award page from the MAME 2010 Award Winners book and attach to your entry
- C. Write a check made payable to NSMA. For more information on entry fees go to www.thenationals.com
- D. Mail to: The Nationals NSMA, 10416 Hamilton St., Alta Loma, CA 91701

National entries are due September 2010. Note: Please do not use Styrofoam or peanuts in packaging.

BE SURE TO READ THE JUDGING CRITERIA FOR EACH CATEGORY VERY CAREFULLY AS SOME HAVE CHANGED THIS YEAR.

Marketing Award Categories

Best Logo Design

1a Best Logo Design for a Company

1b Best Logo Design for a Community

1c Best Logo Design for a Master Planned Community

1d Best Logo Design for a Condominium Complex

Submission Requirements (Black Notebook): (1)

- a) One Copy of a marketing statement (150 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Overall Design
 - Execution
- b) One black & white and one color copy of logo.
- c) One full color print of logo or one sample of usage or adaptation in color (i.e. brochure, ad, signage, etc.)
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Print Communications

2a Best Brochure for a Company

2b Best Brochure for a Community

2c Best Brochure for a Master Planned Community

2d Best Brochure for a Condominium Complex

3a Best Consumer Oriented Direct Mail Piece, Program or Newsletter (Printed)

3b Best Consumer Oriented Direct Mail Piece, Program or Newsletter (Electronic)

3c Best General Brokerage/Agent Oriented Direct Mail Piece, Program or Newsletter (Printed)

Submission Requirements (Black Notebook): (2-3)

- a) One Copy of a marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Total Quantity Printed, Production Costs, Total Cost Per Piece including all production
 - Results in Marketplace
- b) Three original copies including all inserts and price list (where applicable). If it is larger than notebook, submit 10" x 13" envelope.
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best New Homes Publication

4 Best New Homes Publication

Submission Requirements (Black Notebook): (4)

- a) One copy of marketing statement (250 words maximum, typed) covering each item of the judging criteria.
 - Concept
 - Target Market
 - Distribution/Circulation
 - Results in Marketplace
- b) A minimum of two different issues or publications, three copies of each, published at least quarterly. Content must be new homes-oriented.
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Print Advertising

5a Best Company Ad or Insert for a Newspaper or Tabloid (any size & color)

5b Best Community Ad or Insert for a Newspaper or Tabloid (any size & color. May include multiple communities)

5c Best Master Planned Community Ad or Insert for a Newspaper or Tabloid (any size & color. May include multiple communities)

5d Best Condominium Complex Ad or Insert for a Newspaper or Tabloid (any size & color. May include multiple communities)

5e Best Company Ad for a Magazine (any size & color)

5f Best Community Ad for a Magazine (any size & color. May include multiple communities)

5g Best Master Planned Community Ad for a Magazine (any size & color. May include multiple communities)

5h Best Condominium Complex Ad for a Magazine (any size & color. May include multiple communities)

Submission Requirements (Black Notebook): (5)

- a) One copy of marketing statement (250 words maximum, typed) covering each item of the judging criteria.
 - Concept
 - Target Market
 - Results in Marketplace
- b) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Outdoor Advertising & Sign Production

6a Best Off-Site Sign, Mobile Advertising or Other Off-Site Sign

6b Best Billboard Signage

6c Best Community (on-site) Signage

Submission Requirements (Black Notebook): (6)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in the judging criteria.
 - Concept
 - Readability
 - Length of Campaign (6c exempt)
 - Results in Marketplace
- b) Maximum eight color photos or digital prints for judging purposes.
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Electronic Advertising

7a Best Radio Commercial

Submission Requirements (Black Notebook): (7)

NOTE: DO NOT PUT LABELS ON CDs OR DVDs as this my cause media not to function properly. Any playable media that does not run WILL NOT BE JUDGED.

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace
- b) One playable media in Mpeg (.mpg) file format, no longer than 60 seconds (labeled with title of spot and project name in Sharpie).
- c) One copy of script.
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

7b Best Television Commercial

Submission Requirements (Black Notebook): (7b)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace
- b) One playable media in Mpeg (.mpg) file format of one television spot, no longer than 60 seconds (labeled with title of spot and project name in Sharpie).
- c) One copy of script.
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

7c Best Video/CD/DVD Promotion

Submission Requirements (Black Notebook): (7c)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace
- b) One playable media in Mpeg (.mpg) file format
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

7d-1 Best Use of Social Media by a Company

7d-2 Best Use of Social Media by a Community

7d-3 Best Use of Social Media by a Master Planned Community

7d-4 Best Use of Social Media by a Condominium Complex

Submission Requirements (Black Notebook): (7d)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace
- b) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

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- 7e-1 Best Internet Ad for a Company**
 - 7e-2 Best Internet Ad for a Community**
 - 7e-3 Best Internet Ad for a Master Planned Community**
 - 7e-4 Best Internet Ad for a Condominium Complex**

Submission Requirements (Black Notebook): (7e)

- a) One copy of marketing statement (250 words maximum, typed) covering each item of the judging criteria.
 - Concept
 - Target Market
 - Results in Marketplace
- b) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Website

- 8a Best Website for a Company**
- 8b Best Website for a Community**
- 8c Best Website for a Master-Planned Community**
- 8d Best Website for a Condominium Complex**

Submission Requirements (Black Notebook): (8)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Results in Marketplace
 - Detailed Cost of Production
- b) Provide internet address.
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Advertising Campaign / Best Promotion

- 9a Best Advertising Campaign for a Company**
- 9b Best Advertising Campaign for a Community**
- 9c Best Advertising Campaign for a Master Planned Community**
- 9d Best Advertising Campaign for a Condominium Complex**
- 10 Best Special Promotion Pre-Sale, Grand Opening or other Limited Campaign to the Consumer / General Public**
- 11 Best Promotion to General Brokerage Agents**
- 12 Best Special Promotion**

Submission Requirements (Black Notebook): (9-12)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Collaterals Strategy & Media Coordination
 - Marketing Objectives Including Target Market(s)
 - Results in Marketplace
 - Detailed Costs of Promotion or Campaign
- b) One copy of detailed cost of entire promotion/campaign, one photo or digital print of the related promotional material, if any
- c) Three samples of the project (where applicable).
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Sales Office / Information Center (JUDGED BY SITE VISIT)

- 13a Best Model Home Sales Office**
- 13b Best Modular Sales Office**
- 13c Best Community Information & Sales Center/Welcome Center**
- 13d Best Condominium Complex Sales Center**
- 14 Best Selection Center**

Submission Requirements (Black Notebook): (13-14)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Budget, including costs per square foot
 - Use of Merchandising To Reach Target Market
- b) Maximum six interior and three exterior color photos.
- c) One copy of sales office floor plan showing room dimensions, space usage, and square footage.
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Merchandising (JUDGED BY SITE VISIT)

- 15a **Best Merchandising for an Attached Home with a sales price of \$175,000 and under**
- 15b **Best Merchandising for an Attached Home with a sales price of \$175,001-225,000**
- 15c **Best Merchandising for an Attached Home with a sales price of \$225,001-300,000**
- 15d **Best Merchandising for an Attached Home with a sales price of \$300,001-400,000**
- 15e **Best Merchandising for an Attached Home with a sales price of \$400,001-600,000**
- 15f **Best Merchandising for an Attached Home with a sales price of \$600,001 and over**
- 15g **Best Merchandising for a Detached Home with a sales price of \$175,000 and under**
- 15h **Best Merchandising for a Detached Home with a sales price of \$175,001-250,000**
- 15i **Best Merchandising for a Detached Home with a sales price of \$250,001-325,000**
- 15j **Best Merchandising for a Detached Home with a sales price of \$325,001-400,000**
- 15k **Best Merchandising for a Detached Home with a sales price of \$400,001-550,000**
- 15l **Best Merchandising for a Detached Home with a sales price of \$550,001-700,000**
- 15m **Best Merchandising for a Detached Home with a sales price of \$700,001-1,000,000**
- 15n **Best Merchandising for a Detached Home with a sales price of \$1,000,001-2,000,000**
- 15o **Best Merchandising for a Detached Home with a sales price of \$2,000,001 and over**
- 15p **Best Merchandising for a Condominium with a sales price of \$250,000 and under**
- 15q **Best Merchandising for a Condominium with a sales price of \$250,001-500,000**
- 15r **Best Merchandising for a Condominium with a sales price of \$500,001 and over**

AS ALWAYS: Judges may, at their discretion, create new categories as the need arises. EACH ENTRY WILL BE JUDGED ON ITS OWN MERIT.

Submission Requirements (Black Notebook): (15)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Target Market
 - Budget/Cost Per Square Foot
- b) Maximum eight interior color photos that illustrate the entry. Consider the judging criteria when taking the photos.
- c) Three copies of the floor plan corresponding to the home photographed (8-1/2" x 11" maximum size). Also include three copies of the floor plans with furniture placement.
- d) One copy of sales office floor plan showing room dimensions, space usage, and square footage.
- e) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Landscape Design (JUDGED BY SITE VISIT)

- 16a **Best Community Landscape Design – Clubhouse, Information/Sales Center, Community Entrance, Common Areas**
- 16b **Best Master Planned Community Landscape Design – Clubhouse, Information/Sales Center, Community Entrance, Common Areas**
- 16c **Best Condominium Complex Landscape Design – Complex Entrance, Information/Sales Center, Common Areas**

Submission Requirements (Black Notebook): (16)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Creativity and Use of Material
 - Target Market
- b) Maximum eight color photos. Consider the judging criteria when taking photos.
- c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Community Land Plan/Condominium Complex (JUDGED BY SITE VISIT)

- 17a **Best Land Plan for a Community – Attached Homes**
- 17b **Best Land Plan for a Community – Detached Homes**
- 17c **Best Land Plan for a Master Planned Community**
- 18 **Best Condominium Complex**

Submission Requirements (Black Notebook): (17-18)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
 - Concept
 - Total & Units/Density
 - Special Design Features
 - Results in Marketplace
- b) Site plan (must fit in notebook, can fold to 8-1/2" x 11" maximum size)
- c) Maximum eight color photos. Consider the judging criteria when taking photos.
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Product Design (JUDGED BY SITE VISIT UNLESS OTHERWISE NOTED)

- 19a Best Attached Home with a sales price of \$175,000 and under**
19b Best Attached Home with a sales price of \$175,001-225,000
19c Best Attached Home with a sales price of \$225,001-300,000
19d Best Attached Home with a sales price of \$300,001-400,000
19e Best Attached Home with a sales price of \$400,001-600,000
19f Best Attached Home with a sales price of \$600,001 and over
19g Best Detached Home with a sales price of \$175,000 and under
19h Best Detached Home with a sales price of \$175,001-250,000
19i Best Detached Home with a sales price of \$250,001-325,000
19j Best Detached Home with a sales price of \$325,001-400,000
19k Best Detached Home with a sales price of \$400,001-550,000
19l Best Detached Home with a sales price of \$550,001-700,000
19m Best Detached Home with a sales price of \$700,001-1,000,000
19n Best Detached Home with a sales price of \$1,000,001-2,000,000
19o Best Detached Home with a sales price of \$2,000,001 and over
19p Best Condominium with a sales price of \$250,000 and under
19q Best Condominium with a sales price of \$250,001-500,000
19r Best Condominium with a sales price of \$500,001 and over
20 Best Parade of Homes Gold, Silver, Bronze, or Perfect Score Winner. (Category 20 is judged by photos and entry notebook only – NO SITE VISIT) (Category 20 entries will be judged according to price noted in 19a-19r above as needed)
AS ALWAYS: Judges may, at their discretion, create new categories as the need arises. EACH ENTRY WILL BE JUDGED ON ITS OWN MERIT.

Submission Requirements (Black Notebook): (19-20)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
- Layout
 - Results in the Marketplace
 - Unique Problem Solved
 - Overall Craftsmanship
 - Target Market
- b) Maximum four exterior and eight interior color photos. Consider the judging criteria when taking photos.
- c) Copy of front elevation and floor plan of home (maximum 8-1/2" x 11"), including the BASE PRICE, LIST PRICE (AS SHOWN) and LOT PRICE.
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.
- e) IN CATEGORY 20 ONLY, include pre-sales generated, features as they relate to target market and results in the marketplace.

Best Community Recreation Facility (JUDGED BY SITE VISIT)

- 21a Best Community Recreation Facility, Private or Public**
21b Best Master Planned Community Recreation Facility, Private or Public
21c Best Condominium Complex Recreation Facility, Private or Public

Submission Requirements (Back Notebook): (21)

- a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.
- Concept
 - Recreational Facility Plan Layout and Location
 - Capacity of Facility
 - Special Features
- b) Maximum eight interior or exterior color photos. Consider the judging criteria when taking photos.
- c) One copy of the interior floor plan (8-1/2" x 11" maximum).
- d) One copy of site plan showing location of amenities within the community (must fit in notebook, 8-1/2" x 11" maximum size).
- d) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Best Green-Built Home

22a Best Emerald Level Green-Built Home

22b Best Gold-Level Green-Built Home

22c Best Silver-Level Green-Built Home

22d Best Bronze-Level Green-Built Home

This category is to be judged in-house; it is not judged via a site visit. Criteria for judging will be weighted with 75% of the score will come from judges' evaluation of achievement in earning award level through the verification system. The remaining 25% of the score will come from judges' evaluation of the Marketing Statement covering each item in judging criteria.

Judges may, at their discretion, create new categories as the need arises. EACH ENTRY WILL BE JUDGED ON ITS OWN MERIT.

Submission Requirement (Black Notebook): (22)

a) One copy of marketing statement (250 words maximum, typed) covering each item in judging criteria.

- Target Market
- Layout and design of home
- Results in the Marketplace

b) Proof that entry has been certified through either the NAHB Green (NAHB Research Center) or the Green Home Builders of the Triangle green building certification program via a copy of the certificate awarded.

c) One representational photo to be used at MAME Awards ceremonies. Photo must be a digital file in JPEG (.jpg) file format.

Charity Project

23 Charity Project

All companies participating in charity projects will be recognized. These projects will be given special recognition during the program, but will not be judged.

NO ENTRY FEE REQUIRED

Submission Requirements (Black Notebook): (23)

a) Up to three photos of the project in JPEG (.jpg) file format.

b) Please submit a brief (250 words or less) description of the project.

Best of the Best

24 Best of the Best: Marketing Judging is based on the excellence of the GOLD winning entries in the following categories:

Best Logo Design (category 1)

Best Print Communications (categories 2 & 3)

Best Print Advertising (category 5)

Best Outdoor Advertising (category 6)

Best Electronic Advertising (category 7)

Best Website (category 8)

Best Advertising Campaign / Best Promotion (categories 9-12)

Best Sales Office / Information Center (categories 13 & 14)

Submission Requirements: No formal submission and no entry fee required.

25 Best of the Best: Community Judging is based on the excellence of the GOLD winning entries in the following categories:

Best Onsite Signage (category 6c)

Best Promotion or Event (categories 10-12)

Best Sales Office / Information Center (categories 13 & 14)

Best Interior Merchandising (category 15)

Best Landscape Design (category 16)

Best Land Plan (category 17 & 18)

Best Product Design (category 19)

Best Community Recreation Complex (category 21)

Submission Requirements: No formal submission and no entry fee required.



Individual Achievement Categories

Achievement Award Categories

Individual Achievement Individual Achievement Award entrants must enter in only one of the individual categories (26-30)

- 26** **Rookie Salesperson of the Year:** Entrant must be a TSMC member and be in their first full year of new home sales (hired on or after July 1, 2008)
- 27** **Salesperson of the Year:** Entrant must be a TSMC member and meet the eligibility requirements of the Million Dollar Circle outlined in Category 34.
- 28** **Sales Team of the Year:** Entrants must be TSMC members and meet the eligibility requirements of the Million Dollar Circle outlined in Category 34. The team must work at the same site and share the commission on every sale reported.
- 29** **Sales Manager of the Year:** Entrant must be a TSMC member and must have been actively involved in sales management during 2009. Candidate must be a full time sales manager who is responsible for maintenance and performance of a sales staff and the administration of all sales management duties.

Submission Requirements (Blue Notebook): (26-29)

- a) Award will be based on accomplishments from the previous year.
- b) One 8x10 color photo or digital print and one digital file in JPEG (.jpg) file format of entrant(s).
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found on www.HBAWAKE.com or www.HBADOC.com.

New Homes Million Dollar Circle

- 30** **Million Dollar Circle:** Only sale of homes located in Wake, Durham, Orange, or Chatham Counties, or any other adjacent counties and built by a member in good standing of the HBARWC and/or the HBADOC will be considered. All Million Dollar Circle inductees will be listed in the MAME Awards Program. Entrants must be in good standing with the TSMC. Awards will be presented at the MAME Gala during the Million Dollar Walk. Any sale where a contract/agreement of sale was CLOSED from January 1 to December 31, 2009 is eligible.

Submission Requirements: (30)

- a) Completed Triangle MAME entry forms for new homes closed in 2009 are required for all Million Dollar Circle entrants. Form may be found on www.HBAWAKE.com or www.HBADOC.com.
- b) An entry fee of \$65 per entrant

Internet Specialist of the Year

- 31** **Internet Specialist of the Year:** Entrant must be a TSMC member and must have been actively involved in marketing new homes during 2009. Candidate must be a full-time internet specialist whose income is from new home marketing only. *Job description and responsibilities must be submitted.*

Submission Requirements (Blue Notebook): (31)

- a) Award will be based on accomplishments from the previous year.
- b) One 8x10 color photo or digital print and one digital file in JPEG (.jpg) file format of entrant(s).
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found on www.HBAWAKE.com or www.HBADOC.com.

Marketing Professional of the Year

- 31** **Marketing Professional of the Year:** Entrant must be a TSMC member and must have been actively involved in marketing new homes during 2009. Candidate must be a full-time marketing professional whose income is from new home marketing only. *Marketing budget and job description/responsibilities must be submitted.*

Submission Requirements (Blue Notebook): (31)

- a) Award will be based on accomplishments from the previous year.
- b) One 8x10 color photo or digital print and one digital file in JPEG (.jpg) file format of entrant(s).
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found on www.HBAWAKE.com or www.HBADOC.com.

Lender of the Year

- 32** **Lender of the Year:** Lender of the Year Entrant(s) must be a member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the individual who has made the most significant contribution to his/her employer and to the new homes industry during the past calendar year. Only construction or permanent loans on products located in Wake, Durham, Orange or Chatham counties and built by a builder member in good standing of the HBARWC or HBADOC will be considered.

Submission Requirements (Blue Notebook): (31)

- a) Award will be based on accomplishments from the previous year.
- b) One 8x10 color photo or digital print and one digital file in JPEG (.jpg) file format of entrant(s).
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found on www.HBAWAKE.com or www.HBADOC.com.

Superintendent of the Year

- 33a Superintendent of the Year Level 1 – Volume 1-10 Total Homes Closed**
- 33b Superintendent of the Year Level 2 – Volume 11-25 Total Homes Closed**
- 33c Superintendent of the Year Level 3 – Volume 26-100 Total Homes Closed**
- 33d Superintendent of the Year Level 4 – Volume 101-300 Total Homes Closed**
- 33e Superintendent of the Year Level 5 – Volume 301 plus Total Homes Closed**

Entrants must be members in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the superintendents that have made the most significant contributions to the real estate development industry during the past calendar year.

AS ALWAYS: Judges may, at their discretion, create new categories as the need arises. EACH ENTRY WILL BE JUDGED ON ITS OWN MERIT.

Submission Requirements (Blue Notebook): (33)

- a) Awards will be based on accomplishments from the previous year.
- b) Maximum of five color photos or digital prints of product, one 8x10 color photo or digital print of entrant(s) and digital file in JPEG (.jpg) file format.
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form included in call for entries.

Building Company of the Year

- 34a Building Company of the Year Level 1 – Volume 1-10 Total Homes Closed**
- 34b Building Company of the Year Level 2 – Volume 11-25 Total Homes Closed**
- 34c Building Company of the Year Level 3 – Volume 26-100 Total Homes Closed**
- 34d Building Company of the Year Level 4 – Volume 101-300 Total Homes Closed**
- 34e Building Company of the Year Level 5 – Volume 301 plus Total Homes Closed**

Entrants must be members in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the building companies that have made the most significant contributions to the real estate development industry during the past calendar year.

AS ALWAYS: Judges may, at their discretion, create new categories as the need arises. EACH ENTRY WILL BE JUDGED ON ITS OWN MERIT.

Submission Requirements (Blue Notebook): (34)

- a) Awards will be based on accomplishments from the previous year.
- b) Maximum of five color photos or digital prints of product, one 8x10 color photo or digital print of entrant(s) and digital file in JPEG (.jpg) file format.
- c) One copy of the number of homes completed and number of homes sold and closed between January 1 and December 31, 2009.
- d) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form included in call for entries.

Development Company of the Year

- 35 Development Company of the Year:** Entrant(s) must be member in good standing of the HBARWC and/or the HBADOC as well as TSMC. This award will be presented to the individual or company that has made the most significant contributions to the real estate development industry during the past calendar year.

Submission Requirements (Blue Notebook): (35)

- a) Award will be based on accomplishments from the previous year.
- b) Maximum of five color photos or digital prints of community (ies) and one 8x10 color photo or digital print of entrant(s) and digital file in JPEG (.jpg) file format.
- c) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found on www.HBAWAKE.com or www.HBADOC.com.



Call for Sponsors

Name _____ Phone _____

Company _____ Fax _____

Address _____ City _____ State _____ Zip _____

Email _____

Sponsorship Level (Please Select One)

- Event (\$10,000) _____
- Corporate (\$5,000) _____
- Platinum (\$2,500) _____
- Diamond (\$1,750) _____
- Gold (\$1,200) _____
- Silver (\$750) _____
- Bronze (\$500) _____
- Friend (\$250) _____

Enclosed is my check in the amount of \$ _____
OR bill my Visa Master Card

Account # _____

Expiration Date _____

Signature _____

2010 MAME

Sponsorship Levels

EVENT SPONSOR \$10,000 Investment

- Event Sponsor Plaque Award Presenter at MAME Awards Banquet
- 20 Tickets & Front Row Seating at MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- One 60-second commercial at the beginning of the program and one 30-second commercial near the end of the program
See Calendar for Commercial Deadline
- Recognition on Individual Signage at MAME Awards Intro., Middle, and End
- Recognition in Press Releases to all local media
- Recognition in all MAME Awards Advertising:
 - Builder and Broker Journal
 - Neighborhood Builder
 - Rooflines
 - HBA website
 - Flyers
- Recognition on Triangle SMC Link from HBA Website

CORPORATE SPONSOR \$5,000 Investment

- Award Presenter at MAME Awards Banquet
- 10 Tickets & Priority Seating at MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- One 30-second Commercial
See Calendar for Commercial Deadline
- Recognition in Press Releases to all local media
- Recognition in all MAME Awards Advertising in:
 - Builder and Broker Journal
 - Neighborhood Builder
 - Rooflines
 - HBA website
 - Flyers
- Recognition on Triangle SMC Website, including link

PLATINUM SPONSOR \$2,500 Investment

- Award Presenter at MAME Awards Banquet
- 8 Tickets & Priority Seating at MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- One 15-second Commercial
See Calendar for Commercial Deadline
- Recognition in a Press Release to all local media
- Recognition in all MAME Awards Advertising in:
 - Builder and Broker Journal
 - Neighborhood Builder
 - Rooflines
 - HBA website
 - Flyers
- Recognition on Triangle SMC Website, including link

DIAMOND SPONSOR \$1,750 Investment

- 6 Tickets & Priority Seating at MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- Recognition in MAME Awards Banquet Slide Show
- Recognition in a Press Release to all local media
- Recognition in all MAME Awards Advertising
- Recognition on Triangle SMC Website, including link

GOLD SPONSOR \$1,200 Investment

- 4 Tickets & Priority Seating at MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- Recognition in MAME Awards Banquet Slide Show
- Recognition in a Press Release to all local media
- Recognition in all MAME Awards Advertising
- Recognition on Triangle SMC Website

SILVER SPONSOR \$750 Investment

- 2 Tickets to MAME Awards Banquet
- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- Recognition in MAME Awards Banquet Slide Show
- Recognition in a Press Release to all local media
- Recognition in all MAME Awards Advertising
- Recognition on Triangle SMC Website

BRONZE SPONSOR \$500 Investment

- Recognition from podium at MAME Awards Banquet
- Recognition in MAME Awards Banquet Printed Program
- Recognition in MAME Awards Banquet Slide Show
- Recognition in all MAME Awards Advertising
- Recognition on Triangle SMC Website

FRIENDS SPONSOR \$250 Investment

- Recognition in MAME Awards Banquet Printed Program
- Recognition in MAME Awards Banquet Slide Show
- Recognition in all MAME Awards Advertising
- Recognition on Triangle SMC Website

