



2012 MAME Marketing Award Categories

Best Logo Design

1a Best Logo Design for a Company

1b Best Logo Design for a Community

Submission Requirements:

- a) Marketing statement (150 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Overall Design
 - Execution
- b) One black & white and one color copy of logo – submitted electronically.
- c) One full color print of logo or one sample of usage or adaptation in color (i.e. brochure, ad, signage, etc.) – submitted electronically.
- d) Complete online entry form and submit marketing statement, artwork, photographs and materials electronically in JPEG file format at www.hbawake.com

Best Print Communications

2a Best Brochure for a Company

2b Best Brochure for a Community

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

3b Best General Brokerage/Agent Oriented Direct Mail Piece, Program or Newsletter

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Target Market
 - Total Quantity Printed, Production Costs, Total Cost Per Piece including all production
 - Results in Marketplace
- b) One (1) copy of brochure including all inserts and price lists (where applicable) – submitted electronically.
 - c) Complete online entry form and submit marketing statement, artwork, photographs and materials electronically in JPEG file format at www.hbawake.com

Best New Homes Publication

4 Best New Homes Publication

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item of the judging criteria – submitted electronically.
 - Concept
 - Target Market
 - Distribution/Circulation
 - Results in Marketplace
- b) A minimum of two different issues or publications, published at least quarterly. Content must be new homes-oriented.
- c) Complete online entry form and submit marketing statement, artwork, photographs and materials electronically in JPEG file format at www.hbawake.com

Best Print Advertising

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

5b Best Community Ad or Insert (May include multiple communities)

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item of the judging criteria – submitted electronically.
 - Concept
 - Target Market
 - Results in Marketplace
- b) One (1) copy of each ad per category.
 - c) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

Best Outdoor Advertising & Sign Production

6a Best Off-Site Sign, Mobile Advertising or Billboard Signage

6b Best Company (on-site) Signage

6c Best Community (on-site) Signage

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in the judging criteria – submitted electronically.
- Concept
 - Readability
 - Length of Campaign (6c exempt)
 - Results in Marketplace

- b) One (1) copy of billboard ad – submitted electronically.

NOTE: Signage must have been utilized in the local market in the current year of 2011.

Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

Best Electronic Advertising

7a Best Radio Commercial

Submission Requirements (7a, 7b, 7c):

7b Best Television Commercial

7c Best Video/CD/DVD Promotion

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
- Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace

- b) One playable media in Mpeg (.mpg) file format, script or storyboard as applicable – submitted electronically.

c) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

8a Best Use of Social Media by a Company

8b Best Use of Social Media by a Community

We need to give a brief definition of "Social Media"-i.e. blog, twitter, facebook, etc..

Submission Requirements (Black Notebook):

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
- Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace (number of FB fans, Twitter followers) – submitted electronically.

- b) Complete online entry form and submit artwork, photographs and materials in JPEG file format at www.hbawake.com

9a Best Email Blast by a Company

9b Best Email Blast by a Community

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
- Concept
 - Target Market
 - Detailed Cost of Production
 - Results in Marketplace

- b) Complete online entry form and submit artwork, photographs and materials in JPEG file format at www.hbawake.com

10a Best Website for a Company

10b Best Website for a Community

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
- Concept
 - Results in Marketplace
 - Detailed Cost of Production

- b) Provide internet address.

Best Advertising Campaign / Best Promotion

11a Best Advertising Campaign for a Company

11b Best Advertising Campaign for a Community**12a Best Special Promotion: Pre-Sale, Grand Opening or other Limited Campaign to the Consumer / General Public****12b Best Promotion to General Brokerage Agents: Pre-Sale, Grand Opening or other Limited Campaign to the Consumer / General Public***Submission Requirements:*

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - 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 digital photo 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.
 - e) Complete online entry form and submit, marketing statement, artwork, photographs and materials electronically in JPEG file format at www.hbawake.com

Best Sales Office /Information Center(JUDGED BY SITE VISIT)**13a Best Sales Office****13b Best Community Information/Welcome Center****14 Best Selection/Design Center***Submission Requirements:*

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Target Market
 - Budget, including costs per square foot
 - Use of Merchandising To Reach Target Market
- b) Maximum six interior and three exterior digital color photos – submitted electronically
- c) One digital file of sales office floor plan showing room dimensions, space usage, and square footage – submitted electronically.
- d) Complete online entry form and submit marketing statement, artwork, photographs and materials electronically in JPEG file format at www.hbawake.com

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 a Detached Home with a sales price of \$175,000 and under****15f Best Merchandising for a Detached Home with a sales price of \$175,001-250,000****15g Best Merchandising for a Detached Home with a sales price of \$250,001-325,000****15h Best Merchandising for a Detached Home with a sales price of \$325,001-400,000****15i Best Merchandising for a Detached Home with a sales price of \$400,001-550,000****15j Best Merchandising for a Detached Home with a sales price of \$550,001-700,000****15k Best Merchandising for a Detached Home with a sales price of \$700,001-1,000,000****15l Best Merchandising for a Detached Home with a sales price of \$1,000,001+**

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:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - 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 – submitted electronically.
- c) One (1) copy of the floor plan corresponding to the home photographed (8-1/2" x 11" maximum size).
- d) One (1) copy of the floor plans with furniture placement – submitted electronically.
- e) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

Best Landscape Design (JUDGED BY SITE VISIT)

16a Best Community Landscape Design – Clubhouse, Information/Sales Center, Community Entrance, Common Areas

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Creativity and Use of Material
 - Target Market
- b) Maximum eight digital color photos. Consider the judging criteria when taking photos – submitted electronically.
- c) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

Best Community Land Plan (JUDGED BY SITE VISIT)

17a Best Land Plan for a Community

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Total & Units/Density
 - Special Design Features
 - Results in Marketplace
- b) Digital Site plan – submitted electronically.
- c) Maximum eight digital color photos. Consider the judging criteria when taking photos – submitted electronically.
- d) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

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

18a Best Merchandising for an Attached Home with a sales price of \$175,000 and under

18b Best Merchandising for an Attached Home with a sales price of \$175,001-225,000

18c Best Merchandising for an Attached Home with a sales price of \$225,001-300,000

18d Best Merchandising for an Attached Home with a sales price of \$300,001-400,000

18e Best Merchandising for a Detached Home with a sales price of \$175,000 and under

18f Best Merchandising for a Detached Home with a sales price of \$175,001-250,000

18g Best Merchandising for a Detached Home with a sales price of \$250,001-325,000

18h Best Merchandising for a Detached Home with a sales price of \$325,001-400,000

18i Best Merchandising for a Detached Home with a sales price of \$400,001-550,000

18j Best Merchandising for a Detached Home with a sales price of \$550,001-700,000

18k Best Merchandising for a Detached Home with a sales price of \$700,001-1,000,000

18l Best Merchandising for a Detached Home with a sales price of \$1,000,001+

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:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Layout concept
 - Results in the Marketplace
 - Unique Problem Solved
 - Overall Craftsmanship
 - Target Market
- b) Maximum four (4) exterior and eight (8) interior digital color photos. Consider the judging criteria when taking photos – submitted electronically.
- c) Front elevation and floor plan of home including the BASE PRICE, LIST PRICE (AS SHOWN) and LOT PRICE - – submitted electronically.
- d) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG format at www.hbawake.com

Best Community Recreation Facility (JUDGED BY SITE VISIT)

19a Best Community Recreation Facility, Private or Public

Submission Requirements:

- a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.
 - Concept
 - Recreational Facility Plan Layout and Location
 - Capacity of Facility
 - Special Features
- b) Maximum eight (8) interior or exterior digital color photos. Consider the judging criteria when taking photos – submitted electronically.

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- c) Interior floor plan– submitted electronically.
 - d) Site plan showing location of amenities within the community (8-1/2" x 11" maximum size) – submitted electronically.
 - e) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG format at www.hbawake.com

Best Green-Built Home

20a Best Emerald Level Green-Built Home

20b Best Gold-Level Green-Built Home

20c Best Silver-Level Green-Built Home

20d 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:

a) Marketing statement (250 words maximum) covering each item in judging criteria – submitted electronically.

- 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 – submitted electronically.

c) One representational digital photo to be used at MAME Awards ceremonies.

d) Complete online entry form and submit marketing statement, artwork, photographs and materials in JPEG file format. at www.hbawake.com

Charity Project

21 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:

a) Up to three (3) digital photos of the project in JPEG (.jpg) file format – submitted electronically.

b) Project Overview statement (250 words or less) description of the project – submitted electronically.

c) Complete online entry form and submit Overview statement, artwork, photographs and materials in JPEG file format at www.hbawake.com

Best of the Best

22 Best of the Best: Marketing

Judging is based on the excellence of the winning entries in the following categories:

- Best Logo Design
- Best Print Communications
- Best Print Advertising
- Best Onsite Signage
- Best Promotion or Event
- Best Outdoor Advertising
- Best Electronic Advertising
- Best Website
- Best Advertising Campaign / Best Promotion
- Best Sales Office / Information Center

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

23 Best of the Best: Community

Judging is based on the excellence of the winning entries in the following categories:

- Best Sales Office / Information Center
- Best Interior Merchandising
- Best Landscape Design
- Best Land Plan
- Best Product Design
- Best Community Recreation Complex

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 (30-33)

- 24** **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, 2011**)
- 25** **Salesperson of the Year:** Entrant must be a TSMC member and meet the eligibility requirements of the Million Dollar Circle outlined in Category 34.
- 26a** **Sales Team of the Year Single Community:** 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.
- 26b** **Sales Team of the Year Multiple Communities:** 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 sites and share the commission on every sale.
- 27** **Sales Manager of the Year:** Entrant must be a TSMC member and must have been actively involved in sales management during the past calendar year. 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:

- Award will be based on accomplishments from the previous year.
- One 8x10 color digital photo of entrant(s) – submitted electronically.
- Mandatory Individual Achievement Form & HBA Involvement Form – submitted electronically.
- Complete online Mandatory Individual Achievement Form & HBA Involvement Form and submit artwork, photographs and materials at www.hbawake.com

Internet Specialist of the Year

- 28** **Internet Specialist of the Year:** Entrant must be a TSMC member and must have been actively involved in marketing new homes during the past calendar year. Candidate must be an internet specialist whose income is from new home sales & marketing only. *Job description and responsibilities must be submitted.*

Submission Requirements:

- Award will be based on accomplishments from the previous year.
- One 8x10 color digital photo of entrant(s).
- 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

- 29** **Marketing Professional of the Year:** Entrant must be a TSMC member and must have been actively involved in marketing new homes during the past calendar year. Candidate must be a marketing professional whose income is from new home marketing of a single builder only. *Marketing budget and job description/responsibilities must be submitted.*

Submission Requirements:

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

Lender of the Year

- 30** **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:

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

Superintendent of the Year

- 31a** **Superintendent of the Year Level 1 – Volume 1-25 Total Homes Closed (Entire Company)**
31b **Superintendent of the Year Level 2 – Volume 26-100 Total Homes Closed (Entire Company)**
31c **Superintendent of the Year Level 3 – Volume 101+ Total Homes Closed (Entire Company)**

Entrants must be members in good standing of the HBARWC and/or the HBADOC as well as their company being a member of 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:

- 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 found at www.HBAWAKE.com or HBADOC.com.

Building Company of the Year

- 32a Building Company of the Year Level 1 – Volume 1-25 Total Homes Closed**
- 32b Building Company of the Year Level 2 – Volume 26-100 Total Homes Closed**
- 32c Building Company of the Year Level 3 – Volume 101+ 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:

- 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, 2011.
- d) One copy of the Mandatory Individual Achievement Form & HBA Involvement Form found at www.HBAWAKE.com or HBADOC.com.

Development Company of the Year

- 33 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:

- 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.

New Homes Million Dollar Circle

- 34 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. Any sale where a contract/agreement of sale was CLOSED from January 1 to December 31, 2011 is eligible.

Submission Requirements:

- a) Completed Triangle MAME entry forms for new homes closed in 2010 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