



MAME Awards 2024 – RACE TO THE TOP

Marketing | Design | Sales | Leadership

Celebrating the best of sales, marketing, design, and building excellence - The MAME Awards recognize Builders, Developers, Remodelers, and Associates who have made a significant contribution in residential marketing in 2023. Nominate your best products, places, and people! Entering the MAME Awards is a way for HBAGC Members to thank and honor your team.

With categories covering every aspect of home building - professional excellence, marketing, design, and sales achievement - your work will be recognized throughout the industry.

RULES, EXCLUSIONS, & ELIGIBILITY

MAME Awards Program for HBAGC Members Only

ENTRY FEES

\$150 – Early Bird - MAME Awards per entry

\$200 – Final Deadline – MAME Awards per entry

\$75 - Superintendent Achievement Honors per entry

\$75 - Sales Achievement Honors per entry

DEADLINES

Call for Entries OPEN – January 26

Early Bird Entries – February 14

Late Entries – February 15 thru March 6

Submittal of Entry Materials – Final Deadline March 6 – 5pm EST

ELIGIBILITY

- Any materials or products marketed within the Greater Charlotte Area during the 2023 calendar year are eligible for competition.
- Previous MAME Winners are not eligible in the same category unless there have been distinct design changes.
- No entry will be judged without payment of entry fee.
- All entries must adhere to entry requirements and judging criteria. Failure to comply with these specifications will result in disqualification of entry and forfeiture of entry fees.



JUDGING

Judges are selected from across the nation and are among the most creative and successful individuals within the home building industry. The judging team represents the many disciplines contributing to new home sales and marketing. Judges are ineligible for entry. Judges reserve the right to eliminate any category where the quality of the entries does not warrant a winner. All decisions of the judges are final.

CHANGES TO CATEGORIES OR ENTRIES

The MAME Committee reserves the right to combine or eliminate any category due to insufficient entries. Additionally, the committee reserves the right to create new categories should the MAME Judges determine a situation warrants such action. Judges may also re-categorize any entry if - in their opinion - it has been entered into the wrong category, or if the entry is better suited to another category. Special awards may be presented at the Judges' discretion.

STEPS TO ENTER

- Please complete [Entry Application](#) & pay entry fees no later than March 6, 2024
- Once submitted Entry system will generate your unique entry serial number(s) per entry.
- Your entry materials are due by March 6, 2024
- **NEW FOR 2024 - Complete entry form for your selected category and upload your required materials for your submission.**
- System will generate a confirmation of your submission for your records.

IMAGES

Digital images saved at 300 dpi – sized to at 1800 pixels wide – saved at 300 dpi JPEG format ONLY. All plans should be saved as high resolution PDF

Images should be named with your Category number entry serial number

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.

01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_TeamForm.docx

HEADSHOTS:

Please provide a high-quality image of the candidate. Photos will be shared in the Winner's Book & Video Presentation. Some winners may have their image reproduced in other media promotions.

BUILDER OF THE YEAR AWARD(s):

Available to Builders at ALL volume levels and ALL builder types.

Builder of the Year may be awarded to multiple builders based on volume and custom vsv production, and/or product type (e.g: Custom Builder, Active Adult, Townhome, etc.)

**For questions regarding submission entries, please contact: Lisa Parrish at lisa@teampmp.com
OR Jean Farmer Orr 704.343.5330 Jean@hbacharlotte.com**



MAME CALL FOR ENTRIES - CATEGORIES & REQUIREMENTS

SALES ACHIEVEMENT

1. Rookie Sales Professional of the Year
2. Sales Professional of the Year
3. Online Sales Consultant of the Year
4. Online Sales Team of the Year
5. Sales Manager of the Year
6. Sales Achievement Honors

LEADERSHIP RECOGNITION

7. Marketing Professional of the Year
8. Builder Superintendent of the Year
9. Superintendent Achievement Honors
10. Construction Manager of the Year
11. Project Manager of the Year
12. Land Manager of the Year
13. Warranty Professional of the Year
14. Closing Coordinator of the Year
15. Design Center Professional of the Year
16. Purchasing Manager of the Year
17. Shining Star Award
18. Developer of the Year
19. Builder of the Year

REQUIREMENTS for Categories 1- 17

Entries judged on the candidate's positive aspects and measurable work performance.

- Completed Entry Form
 - [Sales Form – Categories 1-4](#)
 - [Sales Manager Form – Category 5](#)
 - [Sales Achievement Honors Form – Category 6](#)
 - [Marketing Professional Form – Category 7](#)
 - [Superintendent Achievement Honors – Category 9](#)
 - [Leadership Awards Form – Categories 8, 10-17](#)
- REQUIRED – Color photo of candidate - at least 500x500 pixels at 300dpi jpeg format

REQUIREMENTS for Categories 18-19

- Completion of Entry Form with responses to all questions
 - [Builder/Remodeler of the Year - Categories 18-19](#)
- Company logo
- Team or Principal Photo (jpeg)



MARKETING & DESIGN AWARDS, CATEGORIES 20-47

ENTRY REQUIREMENTS

20. Advertising Campaign – includes Billboard, Brochure, & Print Ads

Entry judged on creativity, design, and success of materials developed to gain product interest. Includes ads, print and electronic media, and billboards. (Includes all collateral and online platforms.)

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- 6 to 8 images that represent the entry
- Commercial and radio submissions digital requirements: Video - mov files / Audio - MP3 files.

21. Community Amenity Center

Entry judged on theme, function, concept, creativity, and design of the space.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent the entry (may include exterior entrance, overall interior)
- Floor plan (saved as PDF or JPEG)

22. Community Lifestyle Program

Entry judged on creativity, design and success of programs related to the community.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images of promotion (photos of events are suggested)

23. Community Entrance (Developer)

Entry judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 4 images that represent entry



24. Community Outreach

Entry judged on creativity, design, and success of materials developed to gain product interest.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Submit images of promotion - photos of events suggested
- Television and radio elements digital requirements - Video - mov files; Audio - MP3 files

25. Community Signage

Entry judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry

26. Custom Home

Entry judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

NOTE: This home cannot be a builder model home, and should be a one a kind home plan.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- 6 to 8 images that represent entry - Suggested: front exterior, living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Link to Virtual Tour of the Home (optional)
- Floor plan

27. Design Center

Entry will be judged on theme, function, concept, creativity and design as it relates to the target market.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- up to 8 images that represent entry



28. Digital Media Campaign

Judged on creativity, user experience and overall design, continuity & effectiveness. Includes banners/rich media, eblasts, microsites, landing pages, and online PR.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry
- Include at least two executions of campaign

29. Innovative Use of Technology

Entry judged on creativity, user experience and overall design, continuity and effectiveness.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry
- Video File of video animation (mov or quicktime file)

30. Interior Merchandising of a Model, Detached priced under \$300,000

31. Interior Merchandising of a Model, Detached priced \$300,00 to \$500,000

32. Interior Merchandising of a Model, Detached priced \$500,000 to \$700,000

33. Interior Merchandising of a Model, Detached priced \$700,000 to \$900,000

34. Interior Merchandising of a Model, Detached priced over \$900,000

35. Interior Merchandising of a Model, Attached (Townhome)

Entry judged on use of color, texture, material, interior space, furniture, accessories, window and wall treatments in relation to the specified target market and continuity with the marketing program.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
 - Up to 8 images that represent entry
- Suggested: living room, dining room, master bedroom, kitchen/family room area or other unique spaces
- if available, please provide link to Virtual Tour of model
 - Floor plan



36. Landscape Design

Entry judged on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry
- Site plan of Model Complex or Individual Residence Plan saved as PDF document or JPEG

37. Logo Design

Entry judged on overall logo design, readability and execution.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
 - Up to 8 images that represent entry
- Suggested: logo in color, logo in black & white, and various examples of logo in use (brochure, signage, letterhead, etc.)

38. Outdoor Living Space

Entry judged on the effectiveness, impact, and function in enhancing the product or project.

Entry Requirements:

- Completed [Team Project Form - Categories 20-47](#)
- Up to 4 images that showcase the living space

39. Product Design of a Model – Detached Home – under 2,000 sq. ft.

40. Product Design of a Model – Detached Home – 2,001 to 3,000 sq. ft.

41. Product Design of a Model – Detached Home – 3,001 to 4,000 sq. ft.

42. Product Design of a Model – Detached Home – Over 4,000 sq. ft.

43. Product Design of an Attached Home – Under 1,500 sq. ft.

44. Product Design of an Attached Home – 1,500 to 2,500 sq. ft.

45. Product Design of an Attached Home – Over 2,500 sq. ft.

Entry judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements:

- Completed [Team Project Form - Categories 20-47](#)
 - Up to 8 images that represent entry
- Front Exterior Mandatory, Main Living Spaces suggested - link to Virtual Tour allowed
- Floor plan

46. Sales Environment

Entry will be judged on theme, function, display concept, creativity, and design used in the office, as well as the use of tools and technologies to achieve sales success.

Entry Requirements



- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry
may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and/or closing office
- Floor plan

47. Website

Entry judged based on quality of design, ease of obtaining information, and organization of message.

Entry Requirements

- Completed [Team Project Form - Categories 20-47](#)
- Up to 8 images that represent entry
- Website Address

48. Community of the Year

Designed to recognize innovation, market performance, relationships, community, and industry involvement.

Entry Requirements

- Completed [Community of the Year Form - Category 48](#)
- Up to 8 images that represent entry
- Must submit 3 additional qualifying entries to enter Community of the Year
This will help create a more complete picture of your Community for the judges.



EXCELLENCE IN REMODELING AWARDS, CATEGORIES 49-50

49. General Renovation

50. Whole House Remodel

Entry judged on overall exterior and interior architecture, design appeal, function, creative use of interior space, and creative integration of plan design with site considerations.

Entry Requirements

- Completed [Excellence in Remodeling Form – Categories 49-50](#)
- Up to 8 images that represent entry - with at least 1 before image of the project.
- Floor plan - Before and After versions suggested

PLEASE NOTE: Entries within these categories are judged within price range of similarly entered projects.