



Major Achievement in Market Excellence Awards

2021 CALL FOR ENTRIES

STEPS TO ENTER

- Complete Entry Application no later than April 1
- Entry Fee: \$125 each entry for Marketing Categories - Pay by 4/1/21
- Sales Achievement: \$55 each / Superintendent Achievement: \$75 each
- Once submitted Entry system will generate your unique entry serial number(s) per entry.
- Your entry materials are due by April 1
- Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it) to entries@teampmp.com

Materials for all entries include:

1. Team / Project Statement Form
2. Professional Achievement categories require specialized forms
3. Digital Files — site plan, floor plan, and photo images required.

DEADLINES & DELIVERY

Entry Application & Materials are due no later than **Thursday, April 1**
Virtual Judging - April 8—9; NO INTERVIEWS OR SITE VISITS

All entry materials submitted online with the exception of New Home Publications and Brochures. **Samples delivered no later than April 1 to:**

MAME Awards / Team PMP
10416 Hamilton St.
Alta Loma, CA 91701

AWARD ACCEPTANCE SPEECHES – New for 2021!

Once the Finalists have been announced, you may record a brief acceptance speech to share your excitement and thank your team.

Should your submission win, this will be included in a special Celebration of Winners video released on April 30. Winners will also receive media packages of their video clips to share on social media.

Questions? Please contact:

Lisa Parrish | Administrator
Team PMP | 909.987.2758
lisa@teampmp.com

ENTRY REQUIREMENTS

SALES ACHIEVEMENT

1. Rookie Sales Professional of the Year
2. Sales Professional of the Year
3. Online Sales Consultant of the Year
4. Sales Manager of the Year
5. Sales Honors – Volume Awards

LEADERSHIP RECOGNITION

6. Marketing Professional of the Year
7. Builder Superintendent of the Year
8. Superintendent Honors – Volume Awards
9. Construction Manager of the Year
10. Project Manager of the Year
11. Land Manager of the Year
12. Warranty Professional of the Year
13. Closing Coordinator of the Year
14. Design Center Professional of the Year
15. Purchasing Manager of the Year
16. Lender of the Year
17. Shining Star Award
18. Leadership Award
19. Law Firm of the Year
20. Engineering Firm of the Year
21. Developer of the Year
22. Builder of the Year
23. *COVID-19 Safety Program Honors

Categories 1 – 22 Requirements

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

- Completed Individual Entry Form
- REQUIRED – A color photo of candidate – **at least 500x500 pixels at 300dpi jpeg format**
- **CATS 1-18 NEW** in lieu of an interview those nominated will be required to submit a video answering three interview questions:
 - Share with us your biggest challenge.
 - Share with us your biggest success.
 - What are you most proud of?

*COVID-19 Safety Program Honors – FREE to enter!

This award recognizes individuals or firms that implemented specific procedures to help keep employees, customers, offices or construction jobsites safe.

Entry Requirements

- Completed Individual Entry Form
- Color photo of candidate / team OR company logo
- Personal video describing exemplary performance and achievement (Videos created on your phone are accepted and encouraged.)

Important to Note

HEADSHOTS:

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

BUILDER OF THE YEAR AWARD(s):

Available to Builders at ALL volume levels, as well as Custom Builders.

Builder of the Year may be awarded to multiple builders based on volume and custom vsv production.

ENTRY REQUIREMENTS

Marketing & Design Awards, Categories 24—54

24. Advertising Campaign

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 Statement
- 6 to 8 images that represent the entry
- Commercial and radio submissions digital requirements: Video – .mov files / Audio – MP3 files.

25. Billboard

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

Entry Requirements

- Completed Team/Project Statement
- Up to 3 images that represent entry

26. Brochure

Judged on concept, copy, layout, budget, overall design and execution as it relates to a specific target market.

Entry Requirements

- Completed Team/Project Statement
- Images of brochure in JPEG format
- 4 Copies of the Actual Brochure - Delivered to Team PMP by April 1, 2021

27. Community Amenity

Entry judged on theme, function, and design used. Entry

Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry and may include the following: exterior entrance, overall interior
- Floor plan

28. Community Entrance (Developer)

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

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry

29. Community Outreach

Entry judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media.

Entry Requirements

- Completed Team/Project Statement
- Submit images of promotion – photos of events suggested
- Submit images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, JPEG format
- Television and radio elements digital requirements – Video – .mov files; Audio – MP3 files

30. Community Signage

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

Entry Requirements

- Completed Team/Project Statement
- Up to 8 images that represent entry

31. 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.

- Completed Team/Project Statement
- 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

32. Design Center

Entry will be judged on theme, function, display concept, creativity, and design used in the space as well as quality of product presentation, continuity within the space and continuity with the builders branding.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Floor plan showing layout of exhibits

33. Digital Media Campaign

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

Includes banners/rich media, eblasts, microsities, landing pages, and online PR.

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry (to be used in awards show, website, PR)
- Include at least two executions of campaign
- Link(s) to actual campaign highly encouraged

34. Innovative Use of Technology

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

Includes banners/rich media, eblasts, microsities, landing pages, and online PR.

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry (to be used in awards show, website, PR)
- Include at least two executions of campaign
- Link(s) to actual campaign highly encouraged
- Video File of video animation (.mov or quicktime file)

35. Interior Merchandising of a Model – Detached – Priced under \$275k

36. Interior Merchandising of a Model – Detached – Priced \$275k to \$400k

37. Interior Merchandising of a Model – Detached – Priced \$400k to \$600k

38. Interior Merchandising of a Model – Detached – Priced Over \$600k

39. Interior Merchandising of a Model – Attached

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 Statement
- 6 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

40. 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 Statement
- 6 to 8 images that represent entry
- Site plan of Model Complex or Individual Residence Plan saved as PDF document or JPEG

41. Logo Design

Entry judged on overall logo design, readability and execution.

Entry Requirements

- Completed Team/Project Statement
- Image Requirements: 6 to 8 images of the following: logo in color, logo in black & white, and various examples of logo in use (brochure, signage, letterhead, etc.)

42. New Home Publication

Judged on concept, copy, layout, budget, overall design and execution as it relates to a specific target market.

Entry Requirements

- Completed Team/Project Statement
- Up to 8 Images of publication in JPEG format
- 4 Copies of the Actual Publication - Delivered to Team PMP by April 1, 2021

43. Outdoor Living Space

Entry judged on concept, creativity, and visual impact. Entry

Requirements:

- Completed Team/Project Statement
- Up to 4 Images that showcase the living space

44. Print Ad

Entry judged on concept, creativity, copy, layout, overall design, and execution and continuity.

Entry Requirements:

- Completed Team/Project Statement
- One (1) image of the ad

45. Product Design of a Detached Home – Under 3,000sf

46. Product Design of a Detached Home – 3,000 to 4,000sf

47. Product Design of a Detached Home – Over 4,000sf

48. Product Design of an Attached 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.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 Images including Front Exterior and Main Living Spaces
- If available, please provide link to Virtual Tour
- Floor plan saved as PDF document or JPEG

49. 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 Statement
- 6 to 8 images that represent entry and may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and/or closing office
- Floor plan showing layout of exhibits

50. Special Promotion

Limited-Time Sales or Marketing Promotion by a Builder or Associate

Examples include: Holiday Event, Grand Opening, Realtor Event, Community Opening

Entry judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media.

Entry Requirements

- Completed Team/Project Statement
- Submit images of promotion – photos of events suggested
- Submit images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – JPEG or PDF format
- Television and radio submissions digital requirements – Video – .mov files; Audio – MP3 files

51. Best Virtual Sales Program

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

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.)
- Video File (.mov or quicktime file)

52. Best Virtual Special Event

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

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.)
- Video File (.mov or quicktime file)

53. Website

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

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to website – must be fully updated and live by April 1, 2021

54. Community of the Year

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

Entry Requirements

- Completed form for specific category
- 6 to 8 images that represent entry
- Company/Community Logo
- **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 55—56

55. General Renovation

56. 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
- 6 to 8 images that represent entry – with at least 1 before image of the project.
- Floor plan - Before and After versions
- **PLEASE NOTE:** Entries in these categories are judged within price range of similarly entered projects.

