

2019 MAME Awards



CALL FOR ENTRIES

STEPS TO ENTER

- Complete Entry Application & pay entry fees no later than **February 15th**
- Entry Fee: \$125 each entry for Marketing Categories
- 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 February 15th
- Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it) to entries@teampmp.com

Materials for all entries include:

- Team/ Information Form
- (Professional Achievement categories require specialized forms)
- Digital Files — site plan, floor plan, and photo images required.

If you have any questions during the process Lisa Parrish | Administrator
Team PMP 909|987|2758 lisa@teampmp.com

DEADLINES & DELIVERY

Entry Application and Materials are due no later than **Friday, February 15th**
Judging - February 25 & 26 - Interviews February 26th

All entry materials are delivered online with the exception of Brochures -
Delivered to HBA of Greater Charlotte Office by February 18th



CATEGORIES & REQUIREMENTS

Individual Awards

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. Marketing Professional of the Year
6. Builder Superintendent of the Year
7. Construction Manager of the Year
8. Warranty Professional of the Year
9. Closing Coordinator of the Year
10. Design Center Professional of the Year
11. Purchasing Manager of the Year
12. Lender of the Year
13. Shining Star Award
14. Leadership Award
15. Sales Achievement
16. Superintendent Achievement

Categories 1 – 16 Requirements

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

- Completed Individual Achievement Entry Form with written statement (200 words or less) describing exemplary performance and achievement.
- Digital photo of candidate
- **NOTE: Entrants categories 1-14 must be available for a personal interview on March 20th**
- **Category 15 & 16 - Form and Image required only – No written statement.**

Company Awards

The Best of...

17. Advertising Campaign

Entry will be 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 entry
- Commercial and radio submissions digital requirements – Video – .mov files – Audio MP3 files.

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18. Billboard

Entry will be 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

19. 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
- 1 Copy of the Actual Brochure - Delivered to HBA Greater Charlotte by February 18, 2019

20. Community Amenity

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

Entry Requirements

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

21. Community Entrance (Developer)

Entry will be 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

22. Community Outreach

Entry will be 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

23. Community Signage

Entry will be 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

24. Custom Home

Entry will be 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.
- Floor plan



25. 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

26. Electronic Marketing

Entry will be judged on concept, creativity, copy, layout, and results of campaign

Entry Requirements

- Completed Team/Project Statement
- 6 to 8 images that represent entry
- Link to actual campaign highly encouraged

27. Interior Merchandising of a Model -Detached

28. Interior Merchandising of a Model -Attached

Entry will be 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.

NOTE: Entries in these categories will be tiered based upon price range.

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
- Floor plan

29. Landscape Design

Entry will be 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

30. Logo Design

Entry will be 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.)

31. New Home Publication

Entry will be 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 Brochure - Delivered to HBA Greater Charlotte by February 18, 2019

32. Outdoor Living Space

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

Entry Requirements:

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

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33. Print Ad

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

Entry Requirements:

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

34. Product Design of a Detached Home

35. Product Design of an Attached Home

Entry will be 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: Entries in these categories will be tiered based upon price range.

Entry Requirements:

- Completed Team/Project Statement
- 6 to 8 Images including: Front Exterior and Main Living Spaces
- Floor plan saved as PDF document or JPEG

36. 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. that may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and/or closing office
- Floor plan showing layout of exhibits

37. Special Promotion - Public

38. Special Promotion - Realtor

Entry will be 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

39. Website

Entry will be 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 February 18, 2019

MAME Awards



40. Law Firm of the Year

41. Developer of the Year

42. Community of the Year

43. Builder 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 (#42 only)
- Team or Principal Photo
- Company/Community Logo
- Representative must be available for a phone or in-person interview on February 26th (Law Firm, Developer, and Builder of the Year Candidates)
- Judges will tour Community on February 25th (#42 only)

Excellence in Remodeling Awards

44. General Renovation

45. Whole House Remodel

NOTE: Entries in these categories will be judged within price range of similarly entered projects.

Entry will be 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 that represent entry – with at least 1 before image of the project.
- Floor plan - Before and After versions

If you have any questions during the process

Lisa Parrish | Administrator

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