

# MAME Awards



## CALL FOR ENTRIES

### STEPS TO ENTER

- Complete Entry Application no later than March 20
- Entry Fee: \$125 each entry for Marketing Categories - Pay by 4/10/20
- 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 March 20
- Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it) to [entries@teampmp.com](mailto:entries@teampmp.com)

### Materials for all entries include:

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

### DEADLINES & DELIVERY

Entry Application and Materials are due no later than **Friday, March 20**  
Judging - April 1 & 2; Interviews April 2

All entry materials submitted online with the exception of Brochures.  
Brochure samples delivered to HBA of Greater Charlotte Office by March 27

**If you have any questions during the process:**

**Lisa Parrish | Administrator**  
**Team PMP | 909.987.2758**  
**[lisa@teampmp.com](mailto:lisa@teampmp.com)**



# AWARD CATEGORIES

## 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    | 14. Design Center Professional of the Year |
| 7. Builder Superintendent of the Year    | 15. Purchasing Manager of the Year         |
| 8. Superintendent Honors – Volume Awards | 16. Lender of the Year                     |
| 9. Construction Manager of the Year      | 17. Shining Star Award                     |
| 10. Project Manager of the Year          | 18. Leadership Award                       |
| 11. Land Manager of the Year             | 19. Law Firm of the Year                   |
| 12. Warranty Professional of the Year    | 20. Engineer Firm of the Year              |
| 13. Closing Coordinator of the Year      | 21. Developer of the Year                  |
|  | 22. Builder of the Year                    |

## MARKETING & DESIGN AWARDS

- |  |  |
|--|--|
| 23. Advertising Campaign   | 37. Interior Merchandising (Attached Home)                               |
| 24. Billboard  | 38. Landscape Design   |
| 25. Brochure   | 39. Logo Design  |
| 26. Community Amenity  | 40. New Home Publication   |
| 27. Community Entrance (Developer)   | 41. Outdoor Living Space   |
| 28. Community Outreach   | 42. Print Ad   |
| 29. Community Signage  | 43. Product Design - Detached Home (Under 3,000 sf)                      |
| 30. Custom Home  | 44. Product Design - Detached Home (3,000 to 4,000 sf)                   |
| 31. Design Center  | 45. Product Design - Detached Home (Over 4,000 sf)                       |
| 32. Digital Media Campaign   | 46. Product Design - Attached Home                                       |
| 33. Interior Merchandising of a Model (Detached Home, priced under \$275k)     | 47. Sales Environment  |
| 34. Interior Merchandising of a Model (Detached Home, priced \$275k to \$400k) | 48. Special Promotion – Limited-Time Promotion by a Builder or Associate |
| 35. Interior Merchandising of a Model (Detached Home, priced \$400 to \$600k)  | 49. Website  |
| 36. Interior Merchandising of a Model (Detached Home, priced \$600k & Over)    | 50. Community of the Year  |

## REMODELING & RENOVATION AWARDS

51. Remodeling – General Renovation
52. Remodeling – Whole House

*HBA of Greater Charlotte reserves the right to create new categories if the judges believe it is warranted. Judges may re-categorize an entry if they believe it has been entered in the wrong category, or is better suited to another category. Special Awards for specific innovations may be presented at the Judges' discretion.*

# MAME Awards

## ENTRY REQUIREMENTS

### SALES ACHIEVEMENT

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### LEADERSHIP RECOGNITION

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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

### Categories 1 – 22 Requirements

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

- Completed Individual Entry Form
- Digital images as indicated on the Entry Form (candidate photo and/or company logo)

#### PLEASE NOTE:

Entrants in some categories must be available for a personal interview April 2 - Check your entry form to see if this is one of your requirements.

#### HEADSHOTS:

Please provide a high quality image of the candidate. Photos will be shared at the Awards Ceremony. Some winners will have their image reproduced on digital billboards in the greater Charlotte area.

#### 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 23—50

#### 23. 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.

#### 24. 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

#### 25. 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 March 27, 2020

#### 26. 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

#### 27. 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

#### 28. 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

#### 29. 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

#### 30. 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.
- Floor plan

### **31. 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

### **32. Digital Media Campaign**

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

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

**Entry Requirements**

- Completed Team/Project Statement
- Completed Digital Marketing Form
- 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

### **33. Interior Merchandising of a Model – Detached – Priced under \$275k**

### **34. Interior Merchandising of a Model – Detached – Priced \$275k to \$400k**

### **35. Interior Merchandising of a Model – Detached – Priced \$400k to \$600k**

### **36. Interior Merchandising of a Model – Detached – Priced Over \$600k**

### **37. 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
- Floor plan

### **38. 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

### **39. 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.)

### **40. 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 Brochure - Delivered to HBA Greater Charlotte by March 27, 2020

### **41. 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

### **42. 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

### **43. Product Design of a Detached Home – Under 3,000sf**

### **44. Product Design of a Detached Home – 3,000 to 4,000sf**

### **45. Product Design of a Detached Home – Over 4,000sf**

### **46. 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
- Floor plan saved as PDF document or JPEG

### **47. 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

### **48. 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

### **49. 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 March 27, 2020

### **50. 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
- Judges will tour Community on April 1<sup>st</sup>
- Must submit 3 additional qualifying entries to enter Community of the Year

## **Excellence in Remodeling Awards, Categories 51—52**

### **51. General Renovation**

### **52. 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.