

MAME 42
Call for Entries

The **MAME Awards** recognize our industry’s most outstanding contributors (Builder, Trade, and Design Professionals) who have distinguished themselves by working hard to deliver their best each day for the betterment of our industry.

We invite you to nominate qualified candidates, companies, and products that have been standouts during the period of January 1, 2016 through July 31, 2017, with their contribution to creating quality new single family homes, multi-family residences for sale or rent, mixed use, and/or urban projects within each category below.

Associate entrants may enter their work on communities in which the builder is not a North State BIA member in the categories for Landscape, Interior Design and Architecture only. The Associate must be a member of the North State BIA.

The community must be within the jurisdiction of the North State BIA's 20 counties of Alpine, Amador, Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yolo and Yuba.

A non-member Builder will not receive official recognition if the entry is deemed a finalist or winner. Accurate spelling and grammar are your responsibility.

Resubmittal of Entries: if your work is still being open for sale as of July 31, 2017, you may resubmit if the entry still applies to any category. Note: an award winner from the previous year is not eligible to be nominated or re-enter in the same category they won the award in the previous year, with the exception of professional achievement “of the Year” categories. Finalists are eligible and encouraged to enter or be nominated.

Some categories require SMC Membership - \$95/year to be an SMC member, which includes membership in the National Sales & Marketing Council. [Click here for SMC application to join.](#)

MAME Awards reserves the right to eliminate any category due to insufficient entries or add categories if the judges believe it is warranted.

STREAMLINED ENTRY PROCESS – Online and All Digital Submittal

2017 STEPS TO ENTER

Please complete [Entry Application](#) & pay entry fees no later than July 21, 2017.

ENTRY FEES

Entry Fees & Deadlines

Entries Fees - \$75

Above & Beyond Award - Cat 41 - NO FEE

Sales Achievement Awards - Cats 52-54 - \$85

OPTIONAL - The Nationals \$275 invoiced separately

1. Once submitted online entry system will generate your unique entry serial number(s) per entry.
2. Your entry materials are due by July 31, 2017 midnight.

Materials for all entries include:
Team/ Information Form
(Professional Achievement categories require specialized forms)
Digital Files — floor plan and photo images required.

DIGITAL IMAGES

- Must be saved at 300 dpi – sized to approximately 1800 x 1200 pixels
- JPEG format ONLY. All plans should be saved as high resolution PDF – 8 ½” x 11”
- Should be named with your Category number, entry serial and sequence number or description.
- Examples:
 - 01-1005_1.jpg
 - 01-1005_2.jpg
 - 01-1005_floorplan.pdf

Return entry materials within entry folder via FILE SHARING service Dropbox/Hightail/FTP no later than July 31, 2017 to lisa@teampmp.com.

Entry Rollover for The Nationals.

We are pleased to offer a special entry rollover program. Here’s how it works. You have already entered materials. The Awards Committee will provide your entry materials to The Nationals for you! If you would like to re-submit those materials all that is needed is for you to mark the boxes on the entry application for The Nationals. Additional entry fees apply \$275 for Nationals per entry. No additional forms or materials needed!!

Simply mark your form and you will be invoiced for the entry fee.

Entry submissions accepted July 1-31, 2017
Judging August 8-10 -- Marketing 8th, Tour 9th, Interviews 10th
MAME Awards - Friday, September 15, 2017 at Sheraton Grand

CATEGORY LIST

MARKETING

1. Best Logo Design
2. Graphic Continuity
3. Best Brochure
4. Best Video or Multi-Media
5. Best Direct Mail (Single or Series)
6. Best Print Ad - Awards may be presented by Builder or Community or Associate
7. Best Overall Advertising Campaign - Print and Online Media
8. Best Radio (Spot or Campaign)
9. Best Website - Awards may be presented by Builder or Community or Associate
10. Best Special Event - Awards may be presented by Builder or Community or Associate
11. Best Internet Marketing Campaign - Includes Digital Marketing & Social Media
12. Best Digital Sales Tool - **NEW FOR 2017!!**
13. Best Sales Office - Awards may be presented: Attached / Detached Garage or Pavilion
14. Best Sign Program

DESIGN

15. Best Landscape Design
16. Best Outdoor Living Space
17. Best Showroom / Design Center
18. Best Interior Design of a Detached Home - Priced Under \$400,000
19. Best Interior Design of a Detached Home - Priced Between \$400,001 - \$550,000
20. Best Interior Design of a Detached Home - Priced from \$550,001 - \$750,000
21. Best Interior Design of a Detached Home – \$750,001+
22. Best Interior Design - Attached Home - Any price
23. Best Architectural Design of a Detached Home – Under 2,000 sq. ft.
24. Best Architectural Design of a Detached Home – 2,001 to 2,500 sq. ft.

- 25. Best Architectural Design of a Detached Home – 2,500 to 3,200 sq ft.
- 26. Best Architectural Design of a Detached Home – over 3,200 sq. ft. +
- 27. Best Architectural Design – Attached (Any Price)
Base price is average of all homes without any of the options, upgrades or premiums.

NEW FOR 2017!!

- 28. Detached Home of the Year
- 29. Architectural Series - Defined as a set of plans within a single neighborhood

COMMUNITY OF THE YEAR CATEGORIES

- 30. Community of the Year - Detached
Awards may be presented by price range of community based upon submittals
- 31. Community of the Year - Attached
- 32. Master Planned Community of the Year
- 33. Multi-Family Community of the Year (Rental)**

CUSTOM HOME

- 34. Best Custom Home - under \$2 Million
- 35. Best Custom Home - Over \$2 Million

PROFESSIONAL ACHIEVEMENT

- 36. Escrow Professional of the Year
- 37. Mortgage Lender of the Year
- 38. Sales and/or Marketing Professional of the Year – Associate/Trade
- 39. Associate/Trade Partner of the Year - Company
- 40. New Homes Sales Realtor of the Year *SMC membership required
- 41. Above & Beyond Award – Any Employee of BIA Member Company
*Indicated entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)
- 42. Sales Rookie of the Year
- 43. Sales Person of the Year
- 44. Sales Veteran of the Year
- 45. Online Sales Counselor of the Year - **NEW FOR 2017!!**
- 46. Sales Team of the Year
- 47. Builder Sales Manager of the Year
- 48. Builder Marketing Professional of the Year
- 49. Project Superintendent of the Year *SMC not required
- 50. Escrow Professional of the Year *SMC not required
- 51. Purchasing Agent or Team of the Year *SMC not required - **NEW FOR 2017!!**

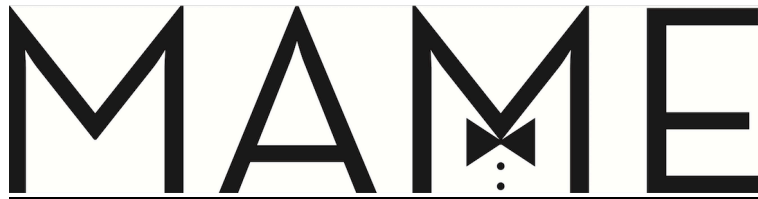
All builder entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)

SALES ACHIEVEMENT CATEGORIES

Awards are granted based on new home sales closings between July 1, 2016 – June 30, 2017 to ONSITE or ONLINE Sales Professionals.

All entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)

- 52. \$5 Million Sales Volume
- 53. \$10 Million Sales Volume
- 54. \$20 Million Sales Volume
Golden Achievement Award (*Determined by entry submissions*)



MAME 42 Categories & Requirements

MARKETING

1. BEST LOGO DESIGN

Entry will be judged on overall logo design, readability and execution.

Entry Requirements

- Team/ Information Form
- 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)

2. GRAPHIC CONTINUITY

Entry will be judged on graphics, concept, overall design compatibility, readability, and execution. How all branding pieces work together.

Entry Requirements

- Team/ Information Form
- Image Requirements: 6 to 8 images of the following: logo, advertisements, signage, displays, brochure, direct mail, and impact graphic, etc.

3. BEST BROCHURE

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.

Sample brochure – delivered by July 29th to : North State BIA Attn: Angela

4. BEST VIDEO OR MULTI-MEDIA

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

Entry Requirements

- Team/ Information Form including link to actual campaign
- Up to two (2) images that can be used to represent entry
- Images of pages (home page, category pages, etc.
- Video File of video animation (.mov or quicktime file)

5. BEST DIRECT MAIL (SINGLE OR SERIES)

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample – delivered by July 29th to : North State BIA Attn: Angela

6. BEST PRINT AD - AWARDS MAY BE PRESENTED BY BUILDER OR COMMUNITY OR ASSOCIATE

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

Entry Requirements:

- Team/ Information Form
- One (1) image of each ad submitted

7. BEST OVERALL ADVERTISING CAMPAIGN - PRINT AND ONLINE MEDIA

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

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.
- May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. Used for judging and displays. • Television and radio submissions should be sent on digitally – Video - .mov files – Audio Mp3 files.

8. BEST RADIO (SPOT OR CAMPAIGN)

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

Entry Requirements:

- Team/ Information Form including link to actual campaign
- Up to two (2) images that can be used to represent entry
- One audio file (mp3) of the radio spot

9. BEST WEBSITE - AWARDS MAY BE PRESENTED BY BUILDER OR COMMUNITY OR ASSOCIATE

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

Entry Requirements

- Team/ Information Form including Link to website – must be fully updated and live by July 31st
- 6 to 8 images that represent entry.

10. BEST SPECIAL EVENT - AWARDS MAY BE PRESENTED BY BUILDER OR COMMUNITY OR ASSOCIATE

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:

- Team/ Information Form
- 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 should be sent as Audio Files (mp3) file and Video file (.mov or quicktime file)

11. BEST INTERNET MARKETING CAMPAIGN - INCLUDES DIGITAL MARKETING & SOCIAL MEDIA

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

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.

12. BEST DIGITAL SALES TOOL - (VIRTUAL REALITY OR OTHER SUCH TOOLS) **NEW FOR 2017**

Awards may be presented for Apps, virtual reality tours, and point of sale tools.

Entry will be judged on level of realism, creativity, cinematic quality, use of sound (music, sound effects, narration), and use of special effects.

Entry Requirements:

- Team/ Information Form including link to actual campaign
- 6 to 8 Images that represent entry.
- Video File of video animation (.mov or QuickTime file or LINK to actual file)

13. BEST SALES OFFICE - AWARDS MAY BE PRESENTED: ATTACHED / DETACHED GARAGE OR PAVILION

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

- Team/ Information Form
- 6 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 of office layout showing layout of exhibits.

14. BEST SIGN PROGRAM

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity. Includes onsite and offsite signage.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.

DESIGN

15. BEST 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

- Team/ Information Form
- 6 to 8 images that can be used to represent entry

16. BEST OUTDOOR LIVING SPACE

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.

17. BEST SHOWROOM / DESIGN CENTER

Entry will be judged on theme, function, display concept, creativity, and design used in the office.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry - may include the following: exterior entrance, overall interior, , displays, and/or other unique spaces.
- Floor Plan of office layout showing layout of exhibits.

18. BEST INTERIOR DESIGN OF A DETACHED HOME - PRICED UNDER \$400,000

19. BEST INTERIOR DESIGN OF A DETACHED HOME - PRICED BETWEEN \$400,001 - \$550,000

20. BEST INTERIOR DESIGN OF A DETACHED HOME - PRICED FROM \$550,001 - \$750,000

21. BEST INTERIOR DESIGN OF A DETACHED HOME – \$750,001+

22. BEST INTERIOR DESIGN - ATTACHED HOME - ANY PRICE

Entry Requirements

Entry will be judged on concept, creativity, impact of furniture and accessories.

- Team/ Information Form
- 6 to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

23. BEST ARCHITECTURAL DESIGN OF A DETACHED HOME – UNDER 2,000 SQ. FT.

24. BEST ARCHITECTURAL DESIGN OF A DETACHED HOME – 2,001 TO 2,500 SQ. FT.

25. BEST ARCHITECTURAL DESIGN OF A DETACHED HOME – 2,500 TO 3,200 SQ FT.

26. BEST ARCHITECTURAL DESIGN OF A DETACHED HOME – OVER 3,200 SQ. FT. +

27. BEST ARCHITECTURAL DESIGN – ATTACHED (ANY PRICE)

Entry Requirements

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.

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

NEW FOR 2017!!

28. HOME OF THE YEAR (*production homes only*)

The Home of the Year will be presented to the Builder/Developer for best overall product and interior design. The same product/model must be entered in both Interior Design (Categories 18-21) and Product (Categories 23-26). Judges will award points based on interior design, architectural design - The sum of these scores will determine the Home of the Year winner.

Interior design and product criteria based on: overall exterior and interior design appeal; creative use of space; and use of interior colors, textures, materials and interior space.

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

29. ARCHITECTURAL SERIES - DEFINED AS A SET OF PLANS WITHIN A SINGLE NEIGHBORHOOD

Recognizing the overall excellence of a project series combining architecture, interior design, landscape, and sales success.

Entry Requirements

- Team/ Information Form
- Site plan
- 6 to 12 images that represent collection of plans.
- Floor plan for each plan in the series.

COMMUNITY OF THE YEAR CATEGORIES

30. COMMUNITY OF THE YEAR - DETACHED

Awards may be presented by price range of community based upon submittals

31. COMMUNITY OF THE YEAR - ATTACHED

32. MASTER PLANNED COMMUNITY OF THE YEAR

33. MULTI-FAMILY COMMUNITY OF THE YEAR (RENTAL)**

**does not have the below entry requirements, but will be judged on Logo, Interior Design, Architecture, Landscape and Clubhouse/Common Amenities

Community of the Year entries must have entries in each of the following categories:

- Best Logo Design
- Best Interior Design
- Best Architecture

Community of the Year entries must have entries in at least three (3) of the following categories:

- Best Brochure
- Best Video or Multi-Media
- Best Direct Mail Piece
- Best Print Ad or Campaign
- Best Radio
- Best Website - Builder or Community
- Best Special Event
- Best Social Media Campaign
- Best E-Marketing Campaign
- Best Sales Office
- Best Sign Program

Entry Requirements

- Team/ Information Form
- Site plan of the community
- Six (6) to Twelve (12) images of community - Exteriors, landscape, interiors, signage, sales office etc.
- **An on-site tour of the community finalists will be conducted by the judges.**

CUSTOM HOME

34. BEST CUSTOM HOME - UNDER \$2 MILLION

35. BEST CUSTOM HOME - OVER \$2 MILLION

Entry Requirements

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.

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

PROFESSIONAL ACHIEVEMENT

NON BUILDER CATEGORIES - (see page 9 for recognition descriptions)

Candidates may self-nominate or be nominated. No personal interviews. All entries will be evaluated on submitted materials. Entries will be judged on the candidate's positive aspects and measurable work performance. Community service and North State BIA involvement will also be considered as judging criteria.

36. ESCROW PROFESSIONAL OF THE YEAR

37. MORTGAGE LENDER OF THE YEAR

38. SALES AND/OR MARKETING PROFESSIONAL OF THE YEAR – ASSOCIATE/TRADE

39. ASSOCIATE/TRADE PARTNER OF THE YEAR - COMPANY

40. NEW HOMES SALES REALTOR OF THE YEAR *SMC MEMBERSHIP REQUIRED

41. ABOVE & BEYOND AWARD – ANY EMPLOYEE OF BIA MEMBER COMPANY ** NO ENTRY FEE REQUIRED

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate

*Indicates entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)

BUILDER CATEGORIES - (see page 9 for recognition descriptions)

All entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)

42. SALES ROOKIE OF THE YEAR

43. SALES PERSON OF THE YEAR

44. SALES VETERAN OF THE YEAR

45. ONLINE SALES COUNSELOR OF THE YEAR - NEW FOR 2017

46. SALES TEAM OF THE YEAR

47. BUILDER SALES MANAGER OF THE YEAR

48. BUILDER MARKETING PROFESSIONAL OF THE YEAR

49. PROJECT SUPERINTENDENT OF THE YEAR *SMC NOT REQUIRED

50. ESCROW PROFESSIONAL OF THE YEAR *SMC NOT REQUIRED

51. PURCHASING AGENT OR TEAM OF THE YEAR *SMC NOT REQUIRED - NEW FOR 2017

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate

SALES ACHIEVEMENT CATEGORIES

Based on new home sales closings between July 1, 2016 – June 30, 2017

All entrants must be members of the Sales & Marketing Council (SMC) at time of entry. [Click here for SMC application to join.](#)

52. \$5 MILLION SALES VOLUME

53. \$10 MILLION SALES VOLUME

54. \$20 MILLION SALES VOLUME

Golden Achievement Award (Determined by entry submissions)

Awards are granted based on new home sales closings between July 1, 2016 – June 30, 2017 to ONSITE or ONLINE Sales Professionals.

All entrants must be employed by a North State BIA member company and be members of the Sales & Marketing Council (SMC) at time of submission and the awards event date of September 15.

Entrants may only submit new home sales in the following counties:

Alpine, Amador, Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yolo and Yuba.

ENTRY REQUIREMENTS

Completed Sales Achievement Form including total sales for closed sales within the period July 1, 2016 – June 30, 2017

- Please include a color photo of candidate

PROFESSIONAL ACHIEVEMENT AWARDS RECOGNITION - All entries will be reviewed on the following criteria along with sales success within their field of expertise.

NON-Builder Categories

Escrow Officer of the Year - Demonstrates teamwork, quality work performance and successful escrow closing rates. Judging criteria will be buyer satisfaction, builder communication and industry involvement.

Mortgage Lender of the Year - Judging criteria will include effort shown in outreach with builder, with buyers, in community outreach, buyer satisfaction, builder communication, industry involvement.

Sales & Marketing or Business Development Manager of the Year – Associate/Trade - Demonstrates considerable judgment, initiative, creativity, motivation and excellence in creating, developing, overseeing, coordinating and managing sales and marketing activities in order to enhance the business development and perspective of their client/company.

Associate/Trade Partner of the Year – Company - Entries will be judged on the company's positive aspects and measurable work performance. Focus will be on what that company has accomplished over and above what is typical in the industry. Special consideration will be given towards specific things this company does to support the builder/customer's success.

New Homes Sales Realtor of the Year *SMC membership required - One who overcomes sales challenges, is knowledgeable in home financing, handles closings smoothly, and gains ultimate buyer satisfaction and builder relationships. Candidate's overall attitude and commitment in working successfully in the new homes sales industry.

New Homes Sales Realtor Team of the Year *SMC membership required for each team member- Team that works together to overcome sales challenges, is knowledgeable in home financing, handles closings smoothly, and gains ultimate buyer satisfaction and builder relationships. Candidate's overall attitude and commitment in working successfully in the new homes sales industry.

Rising Star Award – Any Employee of BIA Member Company - This candidate is someone that strives to maintain excellence in work performance and attitude and has successful relationships with internal and external customers.

Builder Categories

Sales Rookie of the Year - Candidate must have no more than 18 months of licensed experience in new-home sales. Demonstrates considerable judgment, initiative and motivation in order to manage the sales performance and activities of new-home communities.

Sales Person of the Year - Demonstrates considerable judgment, initiative and motivation in order to manage the sales performance and activities of new-home communities. Candidate's overall attitude and commitment to the ultimate success of their community is unmatched.

Sales Veteran of the Year - Candidate must have at least 20 years consisted licensed experience in new-home sales. Applies to lead or secondary agent.

Person that has overcome sales challenges, excelled at home financing, building referrals, handles closings smoothly, construction and escrow coordination, and ultimate buyer satisfaction. Candidate's overall attitude and commitment to the ultimate success of their community is unmatched.

Sales Team of the Year – Entrant will be judged on the candidate's positive aspects and measurable work performance. Team that has overcome sales challenges, excelled at home financing, building referrals, handled closings smoothly, construction and escrow coordination, and ultimate buyer satisfaction. Candidate's overall attitude and commitment to the ultimate success of their community is unmatched.

Sales Manager of the Year – Entrant has shown considerable judgment, initiative and motivation in order to manage the sales performance and activities of new-home communities. Responsibilities include recruiting, hiring, training and supervising on-site sales or leasing agents. Candidate's overall attitude and commitment to the ultimate success of the team is unmatched.

Marketing Professional of the Year - Excellence in creating, developing, overseeing, coordinating and managing marketing activities for new home communities. Successfully hiring, training and supervising a marketing team toward creating and maintaining campaigns that target audiences that result in sales of builder communities all within manageable budgets. This candidate is someone that is looked up to as a mentor and leader.

Project Superintendent of the Year *SMC not required - The candidate will be an individual who exemplifies superior supervision off-site and/or on-site construction of the residential building process with attention in managing, budgeting and overseeing daily operations, while maintaining positive relations with co-workers and customers/clients.

Escrow Professional of the Year *SMC not required - Demonstrates teamwork, quality work performance and successful escrow closing rates. Judging criteria will also include buyer satisfaction and communication.

Purchasing Agent or Team of the Year *SMC not required

A Purchasing Agent or Team who works to promote positive working relationships with all trades in the industry while maintaining budgets, contracting projects and assisting with ongoing construction of projects. The person or team promotes value engineering, product research, efficiency and supports options and marketing as well as other departments within their company and are well-regarded by their peers and others in the trade.

www.northstatebia.org/mame