



*Lights...*

*Camera...*

*Action!*



*"and the 2011 MAME Award goes to..." (your company name here)*

**Enter TODAY!**

**MSC AND HBA MEMBERS...Take  
a look inside!!!**



PORTAGE & SUMMIT COUNTIES

The Marketing & Merchandising Excellence (MAME) Awards pay tribute to MSC and HBA members who have obtained an outstanding level of success and professionalism in new home sales and marketing efforts of their company during 2011. MAME provides an opportunity to recognize excellence in these efforts. Competition is open to all members of MSC and HBA, their advertising agencies and marketing consultants.



**YOUR COMPANY COULD BE ELIGIBLE TO WIN  
AND RECEIVE LOCAL AREA PUBLICITY!**

Silver Screen  
Partners:



**RADIAN**

**Call-for-Entries**

**Fast Entry Form Due: January 13, 2012 / MATERIALS Due: January 25, 2012**

# The Marketing & Sales Council of the HBA Serving Portage & Summit Counties is proud to celebrate the 20th Annual Marketing & Merchandising Excellence Awards



## ELIGIBILITY & FEES

MSC members and members of the HBA Serving Portage & Summit Counties are eligible to enter Marketing Awards. To be eligible for Individual Achievement Awards, you must be an MSC member. If you are not, annual dues of \$70 must be submitted. See inside for an application.

You are eligible if you are a homebuilder, developer, marketing director, sales manager, salesperson, advertising or public relations agency, interior designer, landscaper, Realtor®, industry supplier or tradesman.

Only materials created, produced or marketed by or for HBA members between January 1-December 31, 2011 are eligible for competition. A company may not submit the same entry into the same category for which they won an award the previous year.

MSC member entry fee: \$60 and non-SMC members: \$75 for Marketing Awards. Individual Achievement entries are \$50. No materials will be accepted without this fee. Please make checks payable to the HBA Serving Portage & Summit Counties, 799 White Pond Dr., Akron, OH 44320.

**DISCOUNTS FOR MARKETING AWARDS:** Up to 4 entries are regular price; 5-9 entries receive 10% off the TOTAL fee; 10-14 entries receive 15% off the TOTAL; and 15 or more receive 20% off the TOTAL.

## ENTRY PREPARATION

The preparation and submission procedures are easy! Upon receipt of the Fast Entry Form, you will receive an entry folder for each entry you have indicated along with forms and instructions. This procedure benefits all who enter by reducing the time needed to prepare materials and allows for consistent entries for judging purposes. Submissions not adhering to these new procedures will not be accepted. Entry materials may be picked up at the HBA office after February 17, 2012. HBA/MSMC is not responsible for items not picked up within one month of this date. MSC does not guarantee return of materials submitted and is not responsible for loss or damage of such materials. Please call the HBA, (330) 869-6800 with questions on the entry requirements.

## DEADLINES

**Fast Entry Form:** Completed and returned to the HBA by **Friday, January 13, 2012**

**Marketing Entry Folders:** Marketing Awards, Sales Manager of the Year, Advertising/Marketing Person of the Year and Golden Hammer Award by **Wednesday, January 25, 2012.**

**Individual Achievement:** New Home Sales Performer, New Home Title Representative, New Home Loan Originator and Rookie of the Year by **Friday, January 31, 2012.**

## JUDGING/NOTIFICATION

Only complete entries will be judged. Each is judged by a panel of highly qualified judges, selected for their expertise in the new home marketing field. Judging will be done based on the criteria identified with each award category. The decision of the judges is final and they have the discretion to disqualify any entry that does not meet the criteria specified in this Call for Entries.

**Winners for MAME and HBA Envision Awards will be presented at the Awards Ceremony on Thursday, February 16, 2012 at Doubletree Akron/Fairlawn (3150 W. Market St.)**

## INDIVIDUAL & BUILDER ACHIEVEMENT CATEGORIES

### 1. New Home Sales Performer

Candidate must be employed by an HBA Builder member or be a member of the MSC of the HBA Serving Portage and Summit Counties and selling new construction.

**Entry Requirement** - Submit completed entry form and entry fee of \$50.

**Judging Criteria** - Transactions must be new home sales that **CLOSED** during the period of January 1 thru December 31, 2011. New home sales volume may not be duplicated.

Bronze: \$200,000 - \$799,999

Silver: \$800,000 - \$2,799,999

Gold: \$2,800,000 - 4,799,999

Platinum: \$4,800,000+

### Lifetime New Home Sales Award

Candidate must have received the MAME New Home Sales Performer Award for (5) consecutive years, including this year.

#### NO ENTRY NECESSARY

MAME Committee will select from the submitted entries for the New Home Sales Performer, those candidates who have received New Home Sales Performer Awards consecutively from 2007 through 2011 and are submitting an entry for 2011.

**Judging Criteria** - Same as award category #1.

### 2. Sales Manager of the Year

Candidate must be a new home sales professional responsible for the maintenance and performance of sales staff and administration of all sales management duties.

### 3. Advertising/Marketing Person of the Year

Candidate must be directly responsible for managing the marketing process with their HBA member company, throughout 2011.

**Entry Requirement (2 & 3)** - Submit completed entry form with \$50 entry fee; (2) letters of reference

**Judging Criteria (2 & 3)** - include sales training program or objectives and marketing plan goals pursued during January 1-December 31, 2011. Comments on personal management techniques, personal and professional goals, achievements and significant contributions made to the builder, community and industry should be included.

### 4. Golden Hammer Award

Candidate is to be nominated by a Sales Representative and must be a builder, job site supervisor, project manager or superintendent whose favorable response to and accommodation of the sales and marketing process significantly contributes to the sales representative's efforts.

**Entry Requirement** - Submit completed entry form with \$50 entry fee

**Judging Criteria** - See entry form.

### 5. New Home Loan Originator

Candidate must be employed by an HBA member or be a member of the MSC of the HBA Serving Portage and Summit Counties and originating new home loans.

Bronze: \$200,000 - \$799,999

Silver: \$800,000 - \$2,799,999

Gold: \$2,800,000 - 4,799,999

Platinum: \$4,800,000+

**Entry Requirement** - Submit completed entry form with \$50 entry fee

**Judging Criteria** - Transaction must be new home loans that closed during the period of January 1 thru December 31, 2011. New home sales volume may not be duplicated.

### 6. New Home Title Representative

Candidate must be employed by an HBA member or be a member of the MSC of the HBA Serving Portage and Summit Counties and writing new home title orders.

Bronze: \$200,000 - \$799,999

Silver: \$800,000 - \$2,799,999

Gold: \$2,800,000 - 4,799,999

Platinum: \$4,800,000+

**Entry Requirement** - Submit completed entry form with \$50 entry fee

**Judging Criteria** - Transaction must be new home title orders that closed during the period of January 1 thru December 31, 2011. New home sales volume may not be duplicated.

## 7. Rookie of the Year

A. Realtor/Builder Rep.                      B. Loan Originator                      C. Title Representative

Candidate must be employed by an HBA member or be a member of MSC of the HBA serving Portage & Summit Counties and in their position for less than two years.

**Entry Requirement** - Submit completed entry form with \$50 entry fee (candidate must also enter the corresponding volume category - 1, 5 or 6)

**Judging Criteria** - Candidate must not have started selling real estate, loan originating or title writing until January 2010. Transactions must be in new construction and closed during the period of January 1 thru December 31, 2011. New home sales volume may not be duplicated. A minimum of bronze level achievement in volume categories is required.

## Friend of MSC Award

Candidate must be an employee of an HBA member company or MSC member and provided significant contributions to the goals and achievements of the council during the period November 1, 2010 thru October 31, 2011 (MSC's calendar year).

### NO ENTRY NECESSARY

MSC Steering Committee will cast ballots to select the winner of this award, based on their activity with membership recruitment and event involvement during the noted period.

## MARKETING CATEGORIES

### 8. Corporate Logo Design of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

### 9. Community/Development Logo Design of the Year...(\$60 MSC member, \$75 non-member)

**Entry Requirement (8 & 9)** - Submit completed entry form with entry fee; (1) color photo; a sample of logo usage. Submit in the Entry Folder provided by HBA.

**Judging Criteria (8 & 9)** - Entries judged on graphic design, creativity, and reflection of the corporate, community product image.

### 10. Community Brochure of the Year...(\$60 MSC member, \$75 non-member)

### 11. Corporate Brochure of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

**Entry Requirement (10-11)** - Submit completed entry form with entry fee; (1) complete brochure.

**Judging Criteria (10-11)** - Entries judged on effectiveness of conveying a development or corporate theme; communication on the product, development or community; overall graphic design; and copy.

### 12. Newsletter of the Year...(\$60 MSC member, \$75 non-member)

01-Print / 02-Electronic

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

### 13. Direct Mail Piece of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

**Entry Requirement (12-13)** - Submit completed entry form with entry fee; an original copy of the piece.

**Judging Criteria (12-13)** - Entries judged on concept, copy, overall design and execution, target market and results.

### 14. Black & White ad of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

### 15. Color Ad of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

### 16. Electronic Ad of the Year (banners, boxes, skyscrapers)...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor



### 17. Best Use of Social Media (Facebook, YouTube, Twitter)...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

### 18. Radio Advertisement of the Year...(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.)    B. Builder                      C. Realtor

**19. TV/Video Advertisement of the Year (Broadcast or YouTube...)**(\$60 MSC member, \$75 non-member)  
A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**20. Outdoor Advertising/Billboard of the Year...**(\$60 MSC member, \$75 non-member)  
A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**Entry Requirement (14-20)** - Submit completed entry form with entry fee; (1) original ad (print, tape/disk).

**Judging Criteria (14-20)** - Entries judged on concept, copy, layout, overall design and execution, target market and results.

**21. Web Site of the Year...**(\$60 MSC member, \$75 non-member)  
01- Corporate Website / 02- Community Website

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**Entry Requirement** - Submit a completed entry form with entry fee; up to (6) copies of key website pages including home page.

**Judging Criteria** - Entries judged on quality of design, ease of obtaining information and organization of message.

**22. Promotional Event of the Year...**(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

Submittal may be directed toward the general public (e.g. grand opening, show room opening), done on behalf of a builder or developer and directed toward the Realtor community (e.g. grand opening, event, party), or a combination of each.

**23. Charitable/Community Event of the Year...**(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

Submittal may include the creativity/coordination of an event that benefitted a local community or charitable cause in NE Ohio.

**24. Advertising Campaign of the Year...**(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**Entry Requirement (21-24)** - Submit completed entry form with entry fee; (1) copy of related promotional materials.

**Judging Criteria (21-24)** - Entries judged on overall continuity and effectiveness of ad or promotional campaign based on marketing objectives, concept, layouts, strategy execution, target market and marketplace results.

**25. Signage of the Year (community, model, office, builder sign program)...**(\$60 MSC member, \$75 non-member)

**Entry Requirement** - Submit completed entry form with entry fee; maximum of (8) color photos of signage, billboards, directional, and/or other sign usages.

**Judging Criteria** - Entries judged on location strategy, concept, readability, purpose, impact, design, copy, and continuity.

**26. Sales Office of the Year...**(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**27. Design Center of the Year...**(\$60 MSC member, \$75 non-member)

A. Associate (tradesman, supplier, loan, title, etc.) B. Builder C. Realtor

**Entry Requirement (26-27)** - Submit completed entry form with entry fee; up to (6) color photos to include exterior, office floor plan, layout showing room dimensions.

**Judging Criteria (26-27)** - Entries judged on function of layout as it relates to sales presentation; ability to visually convey information on the marketing theme and builder/associate's product image; effectiveness toward target market and use of merchandising to reach the target market.

## DESIGN CATEGORIES

**28. Interior Design/Merchandising of the Year...**(\$60 MSC member, \$75 non-member)  
(unit under \$300,000)

**29. Interior Design/Merchandising of the Year...**(\$60 MSC member, \$75 non-member)  
(unit over \$300,000)

A. Associate (*tradesman, supplier, loan, title, etc.*) B. Builder C. Realtor

**Entry Requirement (28-29)** - Submit completed entry form with entry fee; (4) to (8) color photos of a minimum of (4) rooms.

**Judging Criteria (28-29)** - Entries judged by use of color, texture, materials, interior space, furnishings, accessories, window/wall treatments and total use of all the above to reach target market.

**30. Landscape Design of the Year** (*for unit under \$300,000*)...(\$60 MSC member, \$75 non-member)

**31. Landscape Design of the Year** (*for unit over \$300,000*)...(\$60 MSC member, \$75 non-member)

A. Associate (*tradesman, supplier, loan, title, etc.*) B. Builder C. Realtor

**Entry Requirement (30-31)** - Submit completed entry form with entry fee; (3) to (6) color photos.

**Judging Criteria (30-31)** - Entries judged for curb appeal overall look and setting, creativity in use of materials, colors, contours, and natural areas.

## OVERALL AWARDS

### NO ENTRY NECESSARY

Submittals in the below award categories will automatically be judged for "overall" awards based on the "overall" excellence of the entries and number of wins.

### Overall Advertising of the Year

A. Associate/Tradesman

B. Builder/Developer

Submittal must be represented in any three of the award categories numbered 10 - 25.

### Overall Merchandising of the Year

A. Associate/Tradesman

B. Builder/Developer

Submittal must be represented in any three of the award categories numbered 8 - 11, 21 AND 25-27.

### Overall Community of the Year

Submittal must be represented in the three award categories numbered 9-10, 25.

# 2011 MAME INDIVIDUAL ACHIEVEMENT ENTRY FORM

(check one)

New Home Sales Performer

**Bronze:** \$200,000-\$799,999; **Silver:** \$800,000.-2.7 mil.  
**Gold:** 2.8 mil.-4.7 mil.; **Platinum:** 4.8 million and up

New Home Loan Originator

**Bronze:** \$200,000-\$799,999; **Silver:** \$800,000.-2.7 mil.  
**Gold:** 2.8 mil.-4.7 mil.; **Platinum:** 4.8 million and up

New Home Title Representative

**Bronze:** \$200,000-\$799,999; **Silver:** \$800,000.-2.7 mil. \_\_\_\_ REALTOR/Builder Rep. \_\_\_\_ Loan Originator \_\_\_\_ Title Rep.  
**Gold:** 2.8 mil.-4.7 mil.; **Platinum:** 4.8 million and up

Rookie of the Year \_\_\_\_ date started

Candidate: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/ST/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Dollar Volume: \$ \_\_\_\_\_ # Pages Submitted: \_\_\_\_\_

Validated by: \_\_\_\_\_ Title: \_\_\_\_\_

PROPERTY ADDRESS	COUNTY	BUILDER/DEVELOPER	CLOSING DATE	SALES PRICE
1. _____				
2. _____				
3. _____				
4. _____				
5. _____				
6. _____				
7. _____				
8. _____				
9. _____				
10. _____				

*\*\*\*This form may be copied, or attach company generated sales report with validation signature.*

**MAME Awards Dinner • February 16, 2012 - 6:00 p.m. at Doubletree Akron/Fairlawn  
RSVPs required via the HBA Serving Portage and Summit Counties - Watch for your invitation!**

**ENTRY FEE - \$50 each entry - Deadline: January 31, 2012**

Make check payable to: HBA Serving Portage and Summit Counties

Mail to: 799 White Pond Dr. - Akron, OH 44320

Questions? Call (330) 869-6800

**If not a current member of MSC,  
please include your membership dues (\$70) with your entry fee.**

# 2011 Marketing & Merchandising Excellence Awards - Fast Entry Form

Tell us what you're entering and return to: 799 White Pond Dr., Akron, OH 44320 or FAX: 330.869.5506

**Fast Entry Form Deadline: Friday, January 13, 2012**

**Marketing Materials Deadline: Wednesday, January 25/ Individual Awards Due: Friday, January 31**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment Type:  Check  Credit Card Card Number \_\_\_\_\_ Exp Date. \_\_\_\_\_ CCV: \_\_\_\_\_

Total # of Entries: \_\_\_\_\_ Amount Due: \_\_\_\_\_


Entrant is member of MSC:  yes  no (if unsure, please contact the HBA)

Entrant is (please circle): A. Associate B. Builder C. Realtor

## Individual Achievement - \$50 each

- \_\_\_1. New Homes Sales Performer
- \_\_\_2. Sales Manager of the Year
- \_\_\_3. Advertising/Marketing Person of the Year
- \_\_\_4. Golden Hammer Award
- \_\_\_5. New Home Loan Originator
- \_\_\_6. New Home Title Representative
- \_\_\_7. Rookie of the Year  
A. Realtor/Builder Rep. B. Loan Originator  
C. Title Representative

## Marketing Categories - \$60 each

- \_\_\_8. Corporate Logo Design  
A. Associate B. Builder C. Realtor
- \_\_\_9. Community/Development Logo
- \_\_\_10. Community Brochure
- \_\_\_11. Corporate Brochure of the Year  
A. Associate B. Builder C. Realtor
- \_\_\_12. Newsletter of the Year  
01-Print/ 02-Electronic  
A. Associate B. Builder C. Realtor
- \_\_\_13. Direct Mail Piece of the Year  
A. Associate B. Builder C. Realtor
- \_\_\_14. Black/White Ad of the Year  
A. Associate B. Builder C. Realtor
- \_\_\_15. Color Ad of the Year  
A. Associate B. Builder C. Realtor
- \_\_\_16. E-Ad of the Year (banners, boxes, skyscrapers)   
A. Associate B. Builder C. Realtor
- \_\_\_17. Use of Social Media (Facebook, YouTube, Twitter)  
A. Associate B. Builder C. Realtor
- \_\_\_18. Radio Advertisement  
A. Associate B. Builder C. Realtor

- \_\_\_19. TV/Video Advertisement (broadcast or YouTube)  
A. Associate B. Builder C. Realtor
- \_\_\_20. Outdoor Ad/Billboard  
A. Associate B. Builder C. Realtor
- \_\_\_21. Website of the Year 01-Corporate/ 02-Community  
A. Associate B. Builder C. Realtor
- \_\_\_22. Promotional Event of the Year  
A. Associate B. Builder C. Realtor
- \_\_\_23. Charitable/Community Event  
A. Associate B. Builder C. Realtor
- \_\_\_24. Advertising Campaign  
A. Associate B. Builder C. Realtor
- \_\_\_25. Best Signage (community, model, office, builder sign program)  
A. Associate B. Builder C. Realtor
- \_\_\_26. Sales Office  
A. Associate B. Builder C. Realtor
- \_\_\_27. Design Center  
A. Associate B. Builder C. Realtor
- \_\_\_28. Interior Design/Merchandising (unit under \$300,000)  
A. Associate B. Builder C. Realtor
- \_\_\_29. Interior Design/Merchandising (unit over \$300,000)  
A. Associate B. Builder C. Realtor
- \_\_\_30. Landscape Design (unit under \$300,000)  
A. Associate B. Builder C. Realtor
- \_\_\_31. Landscape Design (unit over \$300,000)  
A. Associate B. Builder C. Realtor

## Design Categories - \$60 each

## ENTRY FEES

MSC members: \$60 • Non-MSM members: \$75

Please make checks payable to  
HBA Serving Portage & Summit Counties  
799 White Pond Dr., Akron, OH 44320