

2008 MAME CONTEST ENTRY FORM

Each entry must be in a SEPARATE binder and a SEPARATE entry form must accompany EACH binder. However, an additional binder is not needed for the Best Overall Marketing Campaign—only completion of an entry form. Entries submitted without this form will be disqualified. **You must be a Sales & Marketing Council member to enter.**

Did you ---

- Read rules and regulations
- Complete entry form
- Pay entry fee – check payable to Home Builders Association
- Include binder
- Include marketing statement
- Include a digital photo on CD

Deadlines

Early Deadline:	February 20, 2007	\$90 per entry
Regular Deadline:	February 27, 2007	\$130 per entry
Late Deadline:	March 12, 2007	\$175 per entry

Company/Community/Individual Name of contestant	
SMC Member Name	
Contact info for questions regarding the entry	

BUILDER – Best Marketing Categories
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Please check the housing style category of the entry:

- Single family
 Multi-family
 Urban
 50+

Please check the price category of the entry:

- Up to \$200,000
 \$200,001 to \$300,000
 \$300,001 to \$400,000
 \$400,001 to \$600,000
 \$600,001 and up

Please check the category of the entry:

- Builder – Best Print Advertising Campaign
- Builder – Best Direct Mail Campaign/Newsletter
- Builder – Best Brochure
- Builder – Best Logo/Vehicle Signage
- Builder – Best Billboard/Site Signage
- Builder – Best Web Site (binder not required)
- Builder – Best Special Event or Public Relations Effort
- Builder – Best TV/Radio Segment (binder not required)
- Builder – Best New Home Sales/Design Center/Model Home
- Builder – Best Landscaping (model/spec home)
- Builder – Best Model Home Interior Merchandising
- Builder – Best Overall Marketing Campaign (Please list below the four Best Builder categories you have entered to qualify.)

1. _____ 2. _____ 3. _____ 4. _____

ASSOCIATE – Best Marketing Categories

Please check the category of the entry:

- Associate – Best Print Advertising Campaign
- Associate – Best Brochure
- Associate – Best Direct Mail Campaign/Newsletter
- Associate – Best Web Site (binder not required)
- Associate – Best Logo/Vehicle Signage
- Associate – Best TV/Radio Segment (binder not required)
- Associate – Best Billboard/Building Signage
- Associate – Best Special Event or Public Relations Effort
- Associate – Best Product Showroom
- Associate – Best Exhibit Booth
- Associate – Best Overall Marketing Campaign (Please list below the four Best Associate categories you have entered to qualify.)

1. _____ 2. _____ 3. _____ 4. _____

COMMUNITY/DEVELOPMENT – Best Marketing Categories

Please check the price category of the entry:

- Up to \$200,000 \$200,001 to \$300,000 \$300,001 to \$400,000
- \$400,001 to \$600,000 \$600,001 and up

Please check the category of the entry:

- Community/Development – Best Print Advertising Campaign
- Community/Development – Best Direct Mail Campaign/Newsletter
- Community/Development – Best Brochure
- Community/Development – Best Logo
- Community/Development – Best Billboard/Site Signage
- Community/Development – Best Web Site (binder not required)
- Community/Development – Best Special Event or Public Relations Effort
- Community/Development – Best TV/Radio Segment (binder not required)
- Community/Development – Best Clubhouse/Recreation Amenities
- Community/Development – Best Community Landscaping/Entrance Monument
- Community/Development – Best New Homes Sales/Design Center
- Community/Development – Best Overall Marketing Campaign (Please list below the four Best Community/Development categories you have entered to qualify.)

1. _____ 2. _____ 3. _____ 4. _____

INDIVIDUAL – Best Marketing Categories

Please check the category of the entry:

- Real Estate - Best New Homes Sales Person
- Real Estate - Best Rookie New Home Sales Agent
- Associate – Best Sales Representative
- Best Sales Manager (includes any Sales Manager involved in the home building industry)