



**ENTRY FORM**

To complete online entry and view requirements per category visit myGRhome.com/awards. Please submit form to events@hbaggr.com.

**\$100 for unlimited entries**  
**Deadline: January 31, 2022**

**CONTACT INFORMATION**

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**AWARD CATEGORY**

Mark quantity next to each category

\* Must enter 3 categories to qualify

.Jpg and Bio Required

**INDIVIDUAL AWARDS**

- Builder of the Year\*
- Remodeler of the Year\*
- Associate of the Year
- Architect of the Year\*
- Business of the Year
- Excellence in Health & Safety
- Interior Designer of the Year\*
- Marketing Professional of the Year
- Project Manager of the Year
- Realtor of the Year
- Rookie of the Year
- Sales Person of the Year
- Seasoned Professional of the Year
- Tradesman of the Year
- Young Professional of the Year
- PWB Person of the Year
- HBAF Person of the Year

**HOME AWARDS**

- Home of the Year
- Parade Home of the Year
- Best Architect Project
- Best Condo/Townhome
- Best Green Home
- Best Remodeled Project\*\*\*\*\*
- Best Interior Design
- Best Landscape\*\*\*\*
- Best Bath\*\*
- Best Kitchen\*\*
- Best Outdoor Living Space\*\*\*
- Best Specialty Room\*\*\*
- \*\*  Under \$50K
- \$50K - \$100K
- Over \$100K
- \*\*\*  Under \$50K
- Over \$50K

**PROMOTIONAL AWARDS**

- Best Billboard
- Best Design Center / Showroom
- Best Digital Ad
- Best Print Ad
- Best Radio Ad
- Best Sales Brochure
- Best Social Media Campaign
- Best Television or Video Ad
- Best Website
- \*\*\*\*  Under \$25K
- Over \$25K
- \*\*\*\*\*  \$0 - \$349K
- \$350K - \$499K
- \$500K - \$699K
- \$700K - \$999K
- \$1MIL+

**Quantity Total:** \_\_\_\_\_

**UNIQUE PROJECT TITLE:** \_\_\_\_\_  
**FOR (CATEGORY):** \_\_\_\_\_

**UNIQUE PROJECT TITLE:** \_\_\_\_\_  
**FOR (CATEGORY):** \_\_\_\_\_

**UNIQUE PROJECT TITLE:** \_\_\_\_\_  
**FOR (CATEGORY):** \_\_\_\_\_

**I'VE UPLOADED 3 AWARD ACCEPTANCE MESSAGE OPTIONS:**

- Boomerang
- Thank-You Video
- Dancing Video with Music in the Background

# **THE CATEGORIES**

View the requirements per category below and visit [myGRHome.com/awards](http://myGRHome.com/awards) to complete the online entry. All entries are judged to declare the top scores as they may pertain to an individual award requirement. However, only categories with 3+ entries will be included in the finalist list, the event presentation, and are eligible to receive a physical award.

## **\$100 FOR UNLIMITED ENTRIES**

### **HOME AWARDS**

Home of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +  
Parade Home of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +  
Best Architect Project  
Best Condo or Townhome  
Best Green Home  
Best Bath - Under \$50K | \$50K - \$100K | over \$100K  
Best Interior Design - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +  
Best Kitchen - Under \$50K | \$50K - \$100K | over \$100K  
Best Landscape - Under \$25K | Under \$25K  
Best Outdoor Living Space - Under \$50K | over \$50K  
Best Remodeled Project - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +  
Best Specialty Room - Under \$50K | over \$50K

### **INDIVIDUAL AWARDS**

Builder of the Year - \$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +  
Remodeler of the Year  
Associate of the Year  
Architect of the Year  
Business of the Year - Small Business | Mid-Market Business | Major Market Business  
Excellence in Health & Safety  
Interior Designer of the Year  
Marketing Professional of the Year  
Project Manager of the Year  
Realtor of the Year  
Rookie of the Year  
Sales Person of the Year  
Seasoned Professional of the Year  
Tradesperson of the Year  
Young Professional of the Year  
PWB Person of the Year  
HBAF Person of the Year

### **PROMOTIONAL AWARDS**

Best Billboard  
Best Design Center/Showroom  
Best Digital Ad  
Best Print Ad  
Best Radio Ad  
Best Sales Brochure  
Best Social Media Branding Campaign  
Best Television or Video Ad  
Best Website

# **HOME AWARDS**

## ***HOME OF THE YEAR***

**\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. A previously built home being used as a model can be submitted if the plan is available to be built and/or available for sale. Lot price NOT included. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style, and value. In addition to lighting design, trim/molding/finishes, architectural design, tile/masonry/stone, flooring, cohesive design of rooms, creativity/originality, and quality of workmanship and complementary to overall design. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

- Digital images of the following submitted online:

Exterior    Elevation    Living Room    Dining Room

Kitchen    Master Bedroom    5 Additional Photos [interior or exterior]

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)
- 3D Tour (optional)

## **PARADE HOME OF THE YEAR**

**\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for this category. Only Parade Homes in the previous Spring or Fall Parade of Homes are eligible for this category. Lot price NOT included.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style, and value. In addition to lighting design, trim/molding/finishes, architectural design, tile/masonry/stone, flooring, cohesive design of rooms, creativity/originality, and quality of workmanship and complementary to overall design. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

• Digital images of the following submitted online:

Exterior    Elevation    Living Room    Dining Room

Kitchen    Master Bedroom    5 Additional Photos [interior or exterior]

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)
- 3D Tour (optional)

# **HOME AWARDS**

## ***BEST ARCHITECT PROJECT***

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

### **Materials for Submission:**

- Projects from the past 3 calendar years will be considered.
- Projects must successfully demonstrate elegant design resolution.
- Projects must demonstrate skill and sensitivity in resolution of functional requirements.
- Projects must be exemplary in technical advancement
- A site plan and/or floor plan and any additional drawings or images

## ***BEST CONDO OR TOWNHOME***

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Lot Price NOT included. Project must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

- Digital images of the following submitted online:

Exterior    Elevation    Living Room    Dining Room  
Kitchen    Master Bedroom    5 Additional Photos [interior or exterior]

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)
- Sales Price of the Home NOT including the lot

## ***BEST GREEN HOME***

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on green building techniques, including lot preparation and design, resource efficiency (home design, framing techniques, material selection, waste management), energy efficiency (building envelope, mechanical systems, appliance, lighting), water efficiency/conservations, occupancy comfort and indoor environmental quality, plus operation and maintenance education for the homeowner. Judging will be based on information provided on green techniques used in the home along with photos depicting the overall design and incorporation of green products. House plans and orientation of home on site will also be used. EnergyStar, NAHB or C.O.A. Certified Green. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials Submission:**

• Digital images of the following submitted online:

Exterior      Elevation      Living Room      Dining Room  
Kitchen      Master Bedroom      5 Additional Photos [interior or exterior]

• Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

• Sales Price of the Home

• How does the building's design address climatic/site condition? (In regards to lot design, preparation and development)

• Discuss sustainable products used & waste management technique. (In regards to resource efficiency)

• Provide information on: insulation/wall system and sealing (In regards to resource efficiency)

• Describe water conservation techniques used indoors and out. (In regards to water efficiency)

• Describe steps taken to improve indoor air quality. (In regards to indoor environment)

• Describe how you educated the new homeowners about the home. (In regards to operation and maintenance)

• PDF online upload of floor plans (up to 2 allowed) - Any floor plans uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

• PDF online upload of Green Certificate - Please remove all company identifying information before uploading.

• Affidavit from the builder if anyone other than builder is submitting the entry

## ***BEST BATHROOM***

Under \$50K | \$50K - \$100K | over \$100K

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

### **Materials for Submission:**

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

## ***BEST INTERIOR DESIGN***

**\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on appropriate material selections, effective space planning, and functional and appealing light fixtures. Considerations will also be made in regard to use of color, texture, interior space, furniture, accessories, window and wall treatments, and appeal to the product's specific target market in most cost-effective manner. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

- Digital Images uploaded of the following:

Living Room    Dining Area    Master Bedroom

Kitchen    [2] images of Choice

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)



## ***BEST KITCHEN***

**Under \$50K | \$50K - \$100K | over \$100K**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. In addition to consideration of high quality materials, use of technology, use of appliances, custom finishes/features, originality, and creativity.

Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

## ***BEST LANDSCAPE***

**Under \$25K | Over \$25K**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on the installation itself and adjacent deck area as to the quality of workmanship, soundness of design practicality and safety. Attention will be given to the surrounding landscape area with regard to how well it harmonizes with installation. Any information uploaded with company identifying information or logo will be disqualified and entry fees will not be refunded.

### **Materials for Submission:**

- Digital images uploaded depicting:

Pool      Area Landscaping      [2] Images of Choice

- Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

## ***BEST OUTDOOR LIVING SPACE***

**Under \$50K | over \$50K**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

### **Materials for Submission:**

- Digital Images uploaded of the following:

[4] Images of Choice

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

## ***BEST REMODELED PROJECT***

**\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged using photos depicting overall design, quality of construction, use of materials, cost/value relationship, innovation and creativity, attention to detail, function and style.

### **Materials for Submission:**

- Digital images uploaded of the following:

3 Before Photos      3 After Photos

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

## ***BEST SPECIALTY ROOM***

**Under \$50K | over \$50K**

Members, including project contributors, of the Home Builders Association of Greater Grand Rapids are eligible for the following category. Projects must have been completed the previous year.

### **Judging Criteria:**

Entries will be judged on overall design, attention to detail, scale, balance, function, style and value.

### **Materials for Submission:**

- Digital Images uploaded of the following:

View of Choice View of Choice View of Choice

View of Choice

- Marketing Statement that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met. No company names may be submitted (approximately 100 words)

# **INDIVIDUAL AWARDS**

## ***BUILDER OF THE YEAR***

\$0 - \$349K | \$350K - \$499K | \$500K - \$699K | \$700K - \$999K | \$1MIL +

### **Judging Criteria:**

To qualify for Builder of the Year Award, you must enter three Home Award categories, with one being the Parade OR Home of the Year category. (Please note that the highest price point for the Parade OR Home of the Year category in which you enter will automatically place you as a nominee in the same price point for Builder of the Year.)

The winner will be chosen based on the total combined scores of their top three entries.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List of Key Accomplishments (approximately 200 words)

## ***REMODELER OF THE YEAR***

To qualify for Remodeler of the Year Award, you must enter three Home Award categories, with one being the Best Remodeled Project.

The winner will be chosen based on the total combined scores of their top three entries.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List of Key Accomplishments (approximately 200 words)

## ***ASSOCIATE OF THE YEAR***

Candidate must be a member or Affiliate member of the HBA and/or active HBA committee member.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments detailing your HBA committee involvement for the past year (approximately 200 words)
- OR You must enter at least three categories of your choosing

## ***ARCHITECT OF THE YEAR***

### **Judging Criteria:**

To qualify for Architect of the Year, you must submit a minimum of three projects in the Best Architect Project category. The winner will be chosen based on the total combined scores of their top three entries.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List of Key Accomplishments (approximately 200 words)

## ***BUSINESS OF THE YEAR***

### **SMALL BUSINESS | MID-MARKET BUSINESS | MAJOR MARKET BUSINESS**

HBA member companies who share a commitment to the residential construction community in professional excellence and business growth.

### **Judging Criteria:**

- Small Business of the Year Under ? \$k
- Mid-Market Business of the Year Between ? \$k
- Major Market Business of the Year Over ? \$k

### **Materials for Submission:**

- Marketing statement that explains the unique/overall objectives of the company
- Statement of contributions to the residential construction industry/community
- Achievements/Highlights
- Percentage of revenue growth and/or strategies implemented to stabilize in current climate

## ***EXCELLENCE IN HEALTH AND SAFETY***

Requirements TBD

## ***INTERIOR DESIGNER OF THE YEAR***

The Interior Designer of the Year category honors an active HBA design professional within the Grand Rapids chapter that exemplifies excellence in interior design and service. This is a person who has dedicated themselves to the practice of design, and is recognized for the quality of their designs. The Interior Designer of the Year is a philanthropic person who is active in their community and uses their skills and expertise to make a difference. This person is a leader raising the bar in their industry, and who's work reflects intelligence and high-detail.

### **Judging Criteria:**

- Digital Color Headshot
- Three best interior design projects that showcase the designer's body of work within the past year
- List Your Key Accomplishments (approximately 200 words)
- OR Letter of Nomination stating assessment of candidate's effectiveness, performance, and contribution to the residential construction industry.

## ***MARKETING PROFESSIONAL OF THE YEAR***

Employee who made significant contributions to the marketing efforts of the employer. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

### **Judging Criteria:**

Candidates will be judged on professional and innovative approach in developing and communicating marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, market research, public relations, industry and community involvement.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Samples of work OR links to samples
- Letter from candidate's supervisor, or nominating member (one page maximum) stating an assessment of the candidate's effectiveness and performance and contribution to the company's growth.



## ***PROJECT MANAGER OF THE YEAR***

Employee responsible for maintenance and performance of a construction staff and administration of all construction management. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

### **Judging Criteria:**

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Number of projects completed in the past year
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth
- OR letter from a homebuyer who purchased a home during this entry period

## ***REALTOR OF THE YEAR***

For a Realtor or Team employed by a licensed Real Estate Broker or broker whose primary function is the listing and selling of new and resale homes in the Greater Grand Rapids market. Candidate cannot be an on-site sales agent for a builder or developer. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

### **Judging Criteria:**

Candidates will be judged on selling techniques, philosophies, industry and community involvement and results.

### **Materials for Submission:**

- Digital Image upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Number of Homes Sold in the past year
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth
- OR letter from a homebuyer who purchased a home during this entry period

## ***ROOKIE OF THE YEAR***

New employee not to exceed 24 months of the representing company. Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

### **Judging Criteria:**

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

### **Materials for Submission:**

- Digital Upload of Headshot of Candidate (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

## ***SALES PERSON OF THE YEAR***

Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids.

### **Judging Criteria:**

Candidate will be judged on professional approach to sales, selling techniques, sales volume, philosophies, ability to overcome market, and outstanding performance in customer service.

### **Materials for Submission:**

- Digital Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

## ***SEASONED PROFESSIONAL OF THE YEAR***

Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids, and employee for 2+ years with member company.

### **Judging Criteria:**

Candidates will be judged on history of construction experience, system for supervising and maintaining trades, customer relations before and after sale, overall philosophy of home building and industry and community involvement.

### **Materials for Submission:**

- Digital Upload of Headshot of Candidate (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth.

## ***TRADESPERSON OF THE YEAR***

Candidate must be or represent a member of the HBA.

### **Judging Criteria:**

Candidates will be judged on emphasis of safety on the job site, best exemplify company values, exhibit exceptional work ethic and demonstrate superior skill excellence in their trade.

### **Materials for Submission:**

- Digital Color Headshot
- List Your Key Accomplishments (approximately 200 words)
- OR Letter of Nomination stating assessment of candidate's effectiveness, performance, and contribution to the residential construction industry.

## ***YOUNG PROFESSIONAL OF THE YEAR***

Candidate must be or represent a member of the Home Builders Association of Greater Grand Rapids under the age of 45 who has committed their time, efforts, and career to the home building industry.

### **Judging Criteria:**

Candidates will be judged on their hard work/successes, performance and dedication, and potential as leaders of the industry.

### **Materials for Submission:**

- Digital Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments (approximately 200 words)
- Letter from candidate's supervisor, or nominating member (one page maximum) stating his/her assessment of candidate's effectiveness and performance and contribution to the company's growth

## ***PROFESSIONAL WOMEN IN BUILDING PERSON OF THE YEAR***

Candidate must be a member or Affiliate member of the HBA and an active Professional Women in Building Council member. Nominees will be judged based on those who best exemplify the Council's values, exhibit exceptional volunteer ethic, and demonstrate an initiative to working with community stakeholders.

### **Materials for Submission:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments detailing your PWB Council involvement for the past year (approximately 200 words)
- OR Letter of Nomination highlighting the candidate's contribution to the Council.

## ***HBA FOUNDATION PERSON OF THE YEAR***

Candidate must be an active HBA Foundation member. Nominees will be judged based on those who best exemplify the Foundation's values, exhibit exceptional volunteer ethic, and demonstrate an initiative to working with community stakeholders.

### **Judging Criteria:**

- Digital Photo Upload of Color Headshot (upload in Image Gallery)
- List Your Key Accomplishments detailing your HBA Foundation involvement for the past year (approximately 200 words)

# **PROMOTIONAL AWARDS**

## ***BEST BILLBOARD***

### **Judging Criteria:**

Entries will be judged on strategy, creativity, readability, impact and execution.

### **Materials for Submission:**

- PDF of Billboard
- Digital image of the billboard in place
- Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

\*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

## ***BEST DESIGN CENTER/SHOWROOM***

### **Judging Criteria:**

Entries will be judged on points of purchase, merchandising, impact, overall design execution, use of graphics, displays and effectiveness in achieving overall objective.

### **Materials for Submission:**

- Six digital images submitted online (To be uploaded in the Image Gallery)

Approach view    Exterior On-site signage    [2] Images of Choice

Product display (if applicable)    Wide-Angle view of whole room

- Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

\*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Number of sales employees working out of area

## ***BEST DIGITAL AD***

### **Judging Criteria:**

Entries will be judged on creativity, content, innovation, impact, visual design, copy writing, and use of the medium.

### **Materials for Submission:**

- Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

\*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

- Ad will be judged online. Please submit the URL where the ad can be found.

If not available online, please submit up to two digital images of the ad (To be uploaded in the Image Gallery)

- Marketing Time Frame
- Traffic Generated by Ad
- Total Cost of Production (in dollars \$)
- Click through Rate
- Click to Lead
- Total Leads Generated

## ***BEST PRINT AD***

### **Judging Criteria:**

Entries will be judged on how overall design, layout, use of color and copy worked together to communicate desired message.

### **Materials for Submission:**

- PDF file
  - Copy of Ad tear sheet (copy of the ad in the publication)
  - Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- \*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

## ***BEST RADIO AD***

### **Judging Criteria:**

Entries may be any length and will be judged on how the company used copy, audio and production techniques to creatively communicate the message.

### **Materials for Submission:**

- Audio file or URL link of the ad
  - Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- \*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.



## ***BEST SALES BROCHURE***

### **Judging Criteria:**

Entries will be judged on the overall design, content, communication of message and creativity of meeting the company's objective.

### **Materials for Submission:**

- PDF file
- 5 hard copies
- Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)

\*Marketing Statement should be unique to each entry and should not be generic promotional statements. Each category should have a different marketing statement.

## ***BEST SOCIAL MEDIA BRANDING CAMPAIGN***

### **Judging Criteria:**

Entries for this category should be for an ongoing campaign to promote the brand overall. Entries will be judged on content, overall message, best use of the medium, visual design, use of graphics, purpose of campaign, response rate and level of interaction by target audience.

### **Materials for Submission:**

- Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- \*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.
- Marketing Time Frame
- Number of Interactions

## ***BEST TELEVISION OR VIDEO AD***

### **Judging Criteria:**

Entries may be any length and will be judged on how the company used content, imagery, and production technique to creatively communicate the message.

### **Materials for Submission:**

- Video file
  - Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- \*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.

## ***BEST WEBSITE***

### **Judging Criteria:**

Entries will be judged on functionality, use of technology, ease of navigation, visual design, content and effectiveness of interactivity in keeping the user engaged.

### **Materials for Submission:**

- Digital image of your home page and secondary page of choice to be uploaded online for awards presentation usage (To be uploaded in the Image Gallery)
  - Marketing Statement\* that explains the major marketing objectives of the entry and why you think it deserves an award. Identify the target market, unusual constraints or opportunities, and how the marketing objectives were met (approximately 100 words)
- \*Marketing Statement should be unique to each entry and should not be generic promotional statement. Each category should have a different marketing statement.
- Website will be judged online. Please submit website URL where the website can be found. Please enter http:// at the start of your web address.
  - Traffic Generated by Website
  - Total Leads Generated