



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST DIRECT MAIL PIECE
Submission Guidelines

Entry Deadline: FRIDAY, DECEMBER 2, 2005 by 4:00 PM – NO EXCEPTIONS

- MAXIMUM ALLOWABLE ENTRIES PLEASE REFER TO CRITERIA -

FEE: All Advertising & Marketing Awards - \$150.00/entry (+GST)

ELIGIBILITY

- Open to all CRHBA Members in good standing
- Full payment must be enclosed with entry. Please make ONE (1) cheque payable to *Calgary Region Home Builders Association* for each entry deadline - GST must be included. Entries not accompanied by the appropriate fees or submission requirements will be deemed “incomplete” and will be returned to the applicant.
- Acceptable payment methods: Cheque, Visa and Mastercard

CRITERIA

- Direct Mail Piece must have been initially distributed during the period between *December 1, 2004 and December 1, 2005* and not entered previously
- National Campaigns not allowed for submission
- Direct Mail Pieces can include: newsletters, mail outs, and electronic mail
- Distribution must be a minimum of one hundred (100)
- Maximum of two (2) entries per member company per category, *as long as entries are in separate member status.* For example: One (1) entry for Single Family Builder and one (1) entry Multi-Family Builder, or One (1) entry for Developer and one (1) entry for Multi-Family Builder, etc.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm Rahal, Warren & Chugh

REQUIREMENTS

- ALL entries must be submitted in full on 2005 SAM Awards Entry Forms
- Narrative Component: Do not exceed word maximum requirement.
- Digital Images: must be at least 300 DPI and submitted on CD Rom or electronically. Acceptable files: JPG, TIF or EPS. Not acceptable files: BMP or GIF.
- Labeling Images/File Names/Materials: must have company name, category and image number (ie. Image 1 of 4)
- Award Show Picture(s): One (1) electronic copy of *direct mail piece* – name file “show picture”
- Seven (7) printed copies of *direct mail piece* – unmounted
- One (1) copy of *proof of distribution, invoices showing distribution from vendor*

GRAND SAM QUALIFIER

- 40% of ALL Advertising & Marketing Awards points go towards: *Builder of the Year; Multi-Family Builder of the Year* – must enter minimum of two (2) categories
- 25% of ALL Advertising & Marketing Awards points go towards: *Partner of the Year* – must enter minimum of one (1) category in either *Advertising & Marketing or Partner Awards*

POINT ALLOCATION

1 st Place = 10 pts.	2 nd Place = 8 pts.	3 rd Place = 6 pts.	4 th Place = 4 pts.	5 th Place = 2 pts.
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* Ties will be awarded same points.

Please submit entries to:

2005 SAM AWARDS
c/o Calgary Region Home Builders Association
 #100, 7326 – 10th Street NE
 Calgary, AB T2E 8W1

For additional information please contact Jennifer Ngo at 403.730.4250.

All entries, images, and supporting documentation become the property of the CRHBA.
Please refer to our Privacy Statement online at www.crhba.com or to receive a copy contact the CRHBA office.



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ENTRY FORM

MEMBER COMPANY: _____

CONTACT NAME: _____ TITLE: _____

EMAIL: _____ FAX: _____

PHONE: _____ MOBILE: _____

PAYMENT METHOD: CHEQUE CHQ. #: _____ VISA MASTERCARD

CARD HOLDER'S NAME: _____

CARD NUMBER: _____ EXPIRY DATE: _____

MEMBER STATUS

SINGLE FAMILY MULTI-FAMILY DEVELOPER PARTNER RENOVATOR

ENTRY CHECKLIST

PAYMENT ENTRY FORM PROOF OF DISTRIBUTION
 PRINTED COPIES OF DIRECT MAIL PIECE AWARD SHOW PICTURE

NARRATIVE COMPONENT *** 30 WORDS MAXIMUM PER QUESTION ***

1. *Who is the target market?*

2. *What is the objective of the direct mail piece?*



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ENTRY FORM

NARRATIVE COMPONENT *** 30 WORDS MAXIMUM PER QUESTION ***

3. *Where and when did this direct mail piece get distributed?*

4. *Describe the concept and creative design:*

5. *Concept/Creative Design by:*
