



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MOVING MEDIA
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

- Moving Media must have been initially broadcasted during the period between *December 1, 2004 and December 1, 2005* and not entered previously
- National Campaigns not allowed for submission
- Moving Media includes: TV commercials, web videos, *moving media* spots in movie theatres, etc.
- Spots must be 60 seconds or less.
- 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.
- Labeling Images/File Names/Materials: must have company name, category and image number (ie. Image 1 of 4)
- Two (2) DVD copies of moving media
- One (1) copy of *proof of performance, invoices from vendor showing minimum of seven (7) days cumulative broadcasts*

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

1st Place = 10 pts.

2nd Place = 8 pts.

3rd Place = 6 pts.

4th Place = 4 pts.

5th Place = 2 pts.

* 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.



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MOVING MEDIA
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** **DVD COPIES OF MOVING MEDIA** **PROOF OF PERFORMANCE**

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

1. *Who is the target market?*

2. *What is the objective of the moving media?*



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST MOVING MEDIA
ENTRY FORM

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

3. *Where and when did this advertisement run, and in what form (ie. TV commercial, web video, etc.)?*

4. *Describe the theme and concept:*

5. *Describe the creative design and production:*

6. *Concept/Creative Design/Production by:*
