



**2005 SAM AWARDS**  
**\* ADVERTISING & MARKETING AWARDS \***  
**BEST RADIO COMMERCIAL**  
***Submission Guidelines***

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**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)**

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**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**

- Radio Commercials 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
- 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) CD ROM copies *or* one (1) electronic copy in media player format (ie. MP3, WMV, WAV, etc.)
- One (1) copy of *proof of performance, invoices showing a minimum of twenty (20) spots broadcasted 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 <sup>st</sup> Place = 10 pts.	2 <sup>nd</sup> Place = 8 pts.	3 <sup>rd</sup> Place = 6 pts.	4 <sup>th</sup> Place = 4 pts.	5 <sup>th</sup> 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 – 10<sup>th</sup> 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](http://www.crhba.com) or to receive a copy contact the CRHBA office.**



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**ENTRY FORM**

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MEMBER COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

PHONE: \_\_\_\_\_ MOBILE: \_\_\_\_\_

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PAYMENT METHOD:  CHEQUE CHQ. #: \_\_\_\_\_  VISA  MASTERCARD

CARD HOLDER'S NAME: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_ EXPIRY DATE: \_\_\_\_\_

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**MEMBER STATUS**

SINGLE FAMILY  MULTI-FAMILY  DEVELOPER  PARTNER  RENOVATOR

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**ENTRY CHECKLIST**

PAYMENT  ENTRY FORM  RADIO COMMERCIAL (CD ROM OR ELECTRONIC)  PROOF OF PERFORMANCE

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

1. *Who is the target market?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. *What is the objective of the radio commercial?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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3. *On what radio stations and when did this advertisement run?*

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4. *Describe the theme and concept:*

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5. *Describe the creative design and production:*

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

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