



2005 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
JANINE COUGHLIN MARKETING CAMPAIGN OF THE YEAR
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

- Marketing Campaign must have been introduced 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.
- Marketing Campaign must include at least three (3) to a maximum of five (5) media types: brochure; direct mail piece; indoor/outdoor billboard; moving media, radio commercial; print ad; and website. You may enter a variety of media types to convey your overall campaign. For example: you may include all print ads in a print campaign as one (1) of the three (3) required.
- 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)
- Media Type submissions: brochure and direct mail piece – 7 printed copies unmounted and 1 electronic copy; indoor/outdoor billboard – 1 photo of billboard in application and 1 electronic copy; moving media – 2 DVD copies; radio commercial – 2 copies on CD or media player format (ie. MP3, WMV, WAV, etc.); print ad – 1 mounted tear sheet and 1 electronic copy; website – URL address
- Award Show Picture(s) based on media type submissions: one (1) electronic copy – name file “show picture”

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.



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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 REQUIRED MEDIA TYPES AWARD SHOW PICTURES

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

1. *Who is the target market?*

2. *What is the objective of the marketing campaign?*



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

3. *Where and when did this marketing campaign run? List all media types used.*

4. *Describe the concept and creative design:*

5. *Concept/Creative Design by:*
