



# 2005 SAM AWARDS

## \* DEVELOPER AWARDS \*

### COMMUNITY OF THE YEAR

### *Submission Guidelines*

**Entry Deadline:** FRIDAY, OCTOBER 28, 2005 by 4:00 PM – NO EXCEPTIONS

**- MAXIMUM 2 ENTRIES PER MEMBER COMPANY -**

**FEE: All Developer 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

- The Community must be marketed with at least one active Show Home Parade opened between *January 1, 2004 and September 30, 2005*
- The Community must have a marketing campaign that includes at least three (3) of the following media types: brochure; direct mail piece; indoor/outdoor billboard; moving media; radio commercial; print ad; and website. You may enter all advertising pieces used to market the community. For example: you may include all print ads in a print campaign as one (1) of the three (3) required.
- Show Home Parade must be open for judging during the month of November 2005
- 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): electronic copies submitted for judging will be used
- Media Type submissions: brochure and direct mail piece – 7 print 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; website – URL address
- One (1) electronic copy of the *Show Home Parade*
- One (1) electronic copy of *Overall Community or Community Entrance*
- Seven (7) copies of the *Overall Community Map and Current Marketing Phase Map*.
- Map & Directions: please provide one (1) copy of map and directions to community

#### GRAND SAM QUALIFIER

*Not Applicable*

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.*



**2005 SAM AWARDS**  
**\* DEVELOPER AWARDS \***  
**COMMUNITY OF THE YEAR**  
**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: \_\_\_\_\_

**ENTRY CHECKLIST**

- PAYMENT     ENTRY FORM     SHOW HOME PARADE     REQUIRED MEDIA TYPES
- COPIES OF COMMUNITY MAP     COPIES OF MARKETING PHASE MAP     MAP & DIRECTIONS
- OVERALL COMMUNITY OR COMMUNITY ENTRANCE

**COMMUNITY DETAILS**

NAME OF COMMUNITY: \_\_\_\_\_

COMMUNITY ADDRESS: \_\_\_\_\_

CITY/TOWN/MUNICIPALITY: \_\_\_\_\_

DATE LAUNCHED/OPENED: \_\_\_\_\_

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

1. Describe the community vision, planning style and target market:

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



**2005 SAM AWARDS**  
**\* DEVELOPER AWARDS \***  
**COMMUNITY OF THE YEAR**  
**ENTRY FORM**

---

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

2. *Comment on the entry treatment and sense of arrival:*

---

---

---

3. *Show Home Parade – Describe the architectural theme and landscaping:*

---

---

---

4. *Describe signage and pageantry:*

---

---

---

5. *Describe the community amenities and special features:*

---

---

---

6. *What makes this community special?*

---

---

---