



2005 SAM AWARDS

* DEVELOPER AWARDS *

NEW 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

- Must have been launched/opened between *January 1, 2004 and September 30, 2005*
- For this year only, due to the extended criteria date, Developers can enter a new community that was entered last year, so long as they were NOT a winner in past year's under this category
- The Community must be marketed with at least one active Show Home Parade
- 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 – 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: _____

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

NEW 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:



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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?*
