



CALL FOR ENTRIES

The SoCal Awards 2017

Presented by the Greater Sales & Marketing Council and BIA of Southern California.

Encompassing all facets of professional achievement, sales, marketing, merchandising and design.

This competition provides for entry opportunities in product design, model complex landscaping, interior merchandising, sales office design, logo design, graphics, brochures, signage, advertisements, overall advertising campaigns, special promotions, internet marketing and professional achievement.

Entry Fees

- August 15th Official Entry fee and Material Submissions Deadline - \$200 per entry
- August 16- 23 Paid Submissions – Late Submittals late fee \$200 per entry
- AUGUST 16-23 LATE ENTRY & MATERIALS SUBMITTAL - \$400 PER ENTRY

Categories 06, 07, 08, 09, 10 -- NO FEE

Category 44 Entry Fee \$125.00

Entries are open to BIA of Southern California Members ONLY

All Entry Materials are Due by August 23rd

Eligibility

Any Southern California development that actively maintained a sales or leasing program anytime between June 1, 2016 and August 23, 2017 is eligible for entry. Entries submitted in previous Nationals and/or Gold Nugget competitions that meet the above criteria are eligible for re-entry in the SoCal Awards. Please call 909-987-2758 for additional information.

DEADLINES & DELIVERY

Entry Application and Materials are due no later than August 23rd Midnight - NO EXCEPTIONS or EXTENSIONS

2017 STEPS TO ENTER

1. Please complete [Entry Application](#) & pay entry fees no later than August 23, 2017
2. Once submitted Entry system will generate your unique entry serial number(s) per entry.
3. Your entry materials are due by August 23rd - Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it)

Materials for all entries include:

Team/ Information Form

(Professional Achievement categories require specialized forms)

Digital Files — site plan, floor plan, and photo images required.

If you have any questions during the process, please feel free to contact our offices.

Lisa Parrish | Administrator

909|987|2758

lparrish@thenationals.com

IMAGES

Digital images saved at 300 dpi – sized to at 1800 pixels wide – saved at 300 dpi

JPEG format ONLY. All plans should be saved as high resolution PDF – 8 ½" x 11"

Images should be named with your Category number, entry serial and sequence number or description.

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.

01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_siteplan.pdf, 01-1005_form.pdf



THE CEREMONY

Toasting the best in Professional Achievement, Sales, Marketing and Design throughout Southern California. The SoCalAwards 2017 will be held on Saturday, September 30th at Disney's Grand Californian Hotel

Recognizing all elements of Housing in Southern California including:

- Sales Professionals
- Customer Service Professionals
- Builder Superintendents
- Design Center Professionals
- Builder Partners
- Advertising
- Interior Merchandising
- Product Design
- and of course... The Community of the Year!

Ticket Cost:

SMC Member: \$175/each or \$1,750/Tables of 10

Non-member: \$200/each or \$2,000/Tables of 10

Attire: Black Tie Optional

September 30th

Disney's Grand Californian Hotel

Black Tie Optional

5:30pm-6:30pm Cocktails

7:00pm Dinner

8:00pm Awards Presentation



PROFESSIONAL ACHIEVEMENT AWARDS

Entries will be judged on the candidate's positive aspects and measurable work performance for the period of August 1, 2016 thru August 1, 2017

1. **Rookie Sales Person of the Year - less than 2 years of selling**
2. **Sales Professional of the Year**
3. **Sales Team of the Year**
4. **Online Sales Counselor of the Year**
5. **Sales Leader/Manager of the Year**
6. **Marketing Professional of the Year - Nominated Category**
7. **Associate Professional of the Year - Nominated Category**
8. **Customer Service Professional of the Year - Nominated Category**
9. **Rising Star of the Year - Nominated Category**
10. **Community Superintendent of the Year - Nominated Category**
11. **Mortgage Professional or Team of the Year**

Categories 1-11 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate

Categories 1-11 – Personal Interviews will be held on August 28 at BIASC Offices

Categories 06, 07, 08, 09, 10 -- NO FEE

Customer Service Professional of the Year – Presented in conjunction with the Customer Service Builders Council

Rising Star of the Year – Presented in conjunction with the Next Gen & Leaders of Tomorrow

Associate of the Year – Builder nominated category – builders submit associate, suppliers and vendors deserving of recognition for their service.

MARKETING & DESIGN ACHIEVEMENT AWARDS

12. Best Logo Design

Entry will be judged on overall logo design, readability and execution.

Entry Requirements

- Team/ Information Form
- Image Requirements: 6 to 8 images of the following: Logo in color, logo in black & white and various examples of logo in use. (brochure, signage, letterhead, etc)

13. Best Graphic Continuity

Entry will be judged on graphics, concept, overall design compatibility, readability, and execution. How all branding pieces work together.

Entry Requirements

- Team/ Information Form
- Image Requirements: 6 to 8 images of the following: logo, advertisements, signage, displays, brochure, direct mail, and impact graphic, etc.



14. Best Brochure for a Community

15. Best Brochure for a Masterplan

16. Best Brochure - Lifestyle Format

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by August 23rd to : *SoCalAwards2016*
Peter Mayer Productions, Inc. - 10416 Hamilton St. Alta Loma CA 91701

17. Best Special Promotion

Limited-Time Sales or Marketing Promotion by a Builder or Associate

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media

Entry Requirements:

- Team/ Information Form
- Submit images of promotion – photos of events suggested
- Submit images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – jpeg or PDF format
- Television and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or quicktime file)

18. Best Online Marketing Campaign

Entry will be judged on concept, creativity, copy, layout, and results of campaign.

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.

19. Digital Sales Tools – Applications, Virtual Reality, Point of Sale Tools

Entry will be judged on creativity, user experience, overall design, and effectiveness

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry
- Images of pages (home page, category pages, etc.
- Video File of video animation (.mov or quicktime file)
- Up to two (2) images that can be used to represent entry



20. Best Overall Advertising Campaign

(Includes all collateral and online platforms)

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes ads, print and electronic media, and billboards.

Entry Requirements

- Team/ Information Form including link to actual campaign
- 6 to 8 images that represent entry.
- May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. Used for judging and displays. • Television and radio submissions should be sent on digitally – Video - .mov files – Audio Mp3 files.

21. Best Website

Awards may be presented for Builder, Community and/or Associate

Entry will be judged based on quality of design, ease of obtaining information, and organization of message.

Entry Requirements

- Team/ Information Form including Link to website – must be fully updated and live by July 29th
- 6 to 8 images that represent entry.

22. Signage Program

Awards may be presented for: Neighborhood - single builder and product line OR Community – Multiple product lines

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity. Includes onsite and offsite signage.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.

23. Best Sales or Leasing Office

Awards may be presented for: Neighborhood - single builder and product line OR Community – Multiple product lines

Entry will be judged on theme, function, display concept, creativity, and design used in the office, as well as the use of tools and technologies to achieve sales success.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry - may include the following: exterior entrance, overall interior, topography table, impact graphic, renderings, displays, and/or closing office.
- Floor Plan of office layout showing layout of exhibits.

24. Best Design Center

Entry will be judged on theme, function, display concept, creativity, and design used in the office.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry - may include the following: exterior entrance, overall interior, , displays, and/or other unique spaces.
- Floor Plan of office layout showing layout of exhibits.



25. Best Model Complex Landscape Design

Awards may be presented based on price range of community

Entry will be judged on the landscape effectiveness, impact, and function in enhancing the product or project. Landscaping includes ground cover, hardscape, and softscape.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that can be used to represent entry

26. Best Outdoor Living Space

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that represent entry.

27. Best Community Amenity Feature - Clubhouses, Garden Areas etc

Entry will be judged on the effectiveness, impact, and function in enhancing the project.

Entry Requirements

- Team/ Information Form
- 6 to 8 images that can be used to represent entry

28. Best Interior Merchandising of a Detached Home priced under \$600,000

29. Best Interior Merchandising of a Detached Home priced \$600,000 - \$900,000

30. Best Interior Merchandising of a Detached Home priced \$900,001 - \$1.5 Million

31. Best Interior Merchandising of a Detached Home priced over \$1.5 Million

32. Best Interior Merchandising of an Attached Home Plan

Entry Requirements

Entry will be judged on concept, creativity, impact of furniture and accessories.

- Team/ Information Form
- 6 to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

33. Best Architectural Design of a Detached Home under 2,000sq.

34. Best Architectural Design of a Detached Home 2,000 to 3,000

35. Best Architectural Design of a Detached Home 3,000 to 4,500

36. Best Architectural Design of a Detached Home over 4,500sq.

37. Best Architectural Design - Attached Home Plan

38. Best Architectural Design of a Multi-Family Community

Entry Requirements

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan



39. Home of the Year ** Home must be submitted in Interior/Architectural Design to compete

Must have entered in interior merchandising and architectural design category.

Winner will be determined based upon points from qualifying categories, and judges review.

- Team/ Information Form
- 6 to 8 images that represent entry: Front exterior, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

40. Architectural Series - Defined as a set of plans within a single neighborhood

Recognizing the overall excellence of a project series combining architecture, interior design, landscape, and sales success.

Entry Requirements

- Team/ Information Form
- Site plan
- 6 to 12 images that represent collection of plans.
- Floor plan for each plan in the series.

COMMUNITY AWARDS

The Community of the Year Awards are presented to the BIA Builder/Developer for the best overall marketing and community presentation of a community. The Community of the Year Award will be determined by the CUMULATIVE point totals in selected categories in addition to being judged by physical tour of the Community of the Year Award finalists. The sum of these scores determines the Community of the Year Award winner.

Community of the Year will be judged based on:

Design and sensitivity to natural or created environments, Design appeal, Creative use of space, materials, amenities, Architectural continuity, Landscape design and signage, Community site planning.

41. Attached Community of the Year

42. Detached Community of the Year

43. Master Planned Community of the Year

Defined as multiple product lines from multiple builders within a larger branding

*To be eligible for **Community of the Year** – must have entered the following Logo, Brochure, Ad, Sales Office or Amenity, Interiors and Architectural Design For a total of FIVE qualifying entries, in addition to the below requirements*

*To be eligible for **Master Planned Community of the Year** – must have entered the following categories: Logo, Brochure, Signage, Website, Community Amenity or Sales Experience*

Entry Requirements

- Team/ Information Form
- Site plan of the community
- Six (6) to Twelve (12) images of community - Exteriors, landscape, interiors, signage, sales office etc.
- **An on-site tour of the community finalists will be conducted by the judges.**

44. Million Dollar Sales Awards

Presented for \$10Million, \$20Million & \$50 Million

Entry Requirements: Applicants must be current GSMC Member.

- Completed Million Dollar form including total sales for closed sales within the period of August 1, 2016 thru August 1, 2017
- Please include a color photo of candidat