

**The Sales & Marketing Council
Presents
Major Achievement in
Marketing Excellence**

SMC

2010 MAME AWARDS CALL FOR ENTRIES

Rewarding Our Survivors in the New Home & Remodeling Industry



***** NEW THIS YEAR *****

**Sales Volume Award Categories Reduced &
Excellence in Remodeling Awards Join Us**

Take The Challenge!!!

Entry Deadline February 18 * 12:00 p.m.

For Complete Entry & Event Information,

Visit HBAR.org / Quick Links / SMC MAME Awards

SMC MAME Awards Dinner

Thursday, March 24, 2011

Phone: 804.282.0400, ext. 2
Email: vmood@hbar.org



**Sales & Marketing Council's
2010 MAME AWARDS
Excellence in Remodeling
Criteria & Submission Requirements**

Entries demonstrate projects completed during January 1, 2010 through December 31, 2010, and took place in the Greater Richmond area. Entries are judged on renovated space design and execution, not decoration or interior merchandising.

CATEGORY & PRICE RANGES

KITCHEN:	Changing the floor plan of a kitchen. The photos should show interior views. Under \$40,000 \$40,000-\$70,000 \$70,001-\$100,000 Over \$100,000
BATHROOM:	Changing the floor plan of a bathroom. The photos should show interior views. Under \$40,000 \$40,000-\$60,000 \$60,001-\$80,000 Over \$80,000
ADDITION:	Changing the existing structure's footprint in only one area. This may include more than one footprint change if it affects the same room. Under \$200,000 \$200,000-\$500,000 Over \$500,000
RESTORATION:	Restoration after any fire, smoke and/or water damage situation. Restoration projects where the affected areas are closely related may be considered as a general restoration. Restorations of non-related area (kitchen, bathroom) may be entered individually under another category accordingly. Under \$100,000 \$100,000-\$200,000 Over \$200,000
GENERAL RENOVATION:	Changing less than 50% of an existing footprint structure and affecting more than one location. These items can be broken into their separate areas and may be entered as several different entries, i.e. if the project includes changes to a kitchen, a master suite addition, and an interior bathroom addition, then you may enter it as a general restoration. Projects where the changed areas are closely related (general renovation) or are eligible to enter as three separate entries (kitchen, addition or bathroom) can be presented either way to qualify, but not both ways. Under \$100,000 \$100,000-\$200,000 Over \$200,000
WHOLE HOUSE:	Changing more than approximately 50% of existing and new square footage. These items can be broken into their separate areas and may be entered as several different entries; i.e. if the project includes changes to a kitchen, a master suite addition, and an interior bathroom addition, and affects more than 60% of the existing home, then you may enter it as a whole house. Projects where the changed areas exceed approximately more than 60% of existing and new square footage (whole house) or are eligible to enter as three separate entries (kitchen, addition or bathroom) can be presented either way to qualify, but not both ways. Under \$200,000 \$200,000-\$350,000 \$350,001-\$500,000 Over \$500,000

ENTRY FORMAT

- Black matted display board shown below:

Category:	Before Photo	Before Plan
Company:	Color 8"x 10"	8.5"x11" White Paper
Architect/Designer:	Horizontal	Horizontal
Physical Address:		
Contract Price:		
Project Statement	After Photo	After Plan
Typed 8.5"x11"	Color 8"x10"	8.5"x11" White Paper
White Paper	Horizontal	Horizontal

Project Statement: This should include brief descriptions of the existing conditions, design objectives, project difficulties, before and after square footage (if changed), and final constructed solutions. Judges are looking for design, construction, creativity, and quality.

Before Plan: The before plan should be plan view of the existing structure that is being renovated. If the renovation is a new structure like a new garage, then the before plan should be an existing site plan describing the existing conditions that influenced the placement of the structure. Judges are looking for renovation solutions so make sure you relate the new structure to existing structure's locations and details.

After Plan: The after plan should be a plan view of the renovated structure. If a new structure, make sure this plan shows the relationship to the existing structure. Site plans are generally best suited for new structures.

Before Photo: If you do not have a before photo, this can be substituted with an after renovation shot. The photos are the only visual presentation of your work, so take care that they do your work justice. The before photo is the most powerful way to communicate the success of your project.

- Complete Excellence in Remodeling Award Entry Form for each entry
- Payment of \$100 per entry
- Company must be a member in good standing with the Home Building Association of Richmond.



Sales & Marketing Council's
 MAME Awards Entry Form
 2010 Excellence in Remodeling

*Deadline February 18, 2011 * Noon*

On the following blanks, please indicate the number of entries submitting for that category:

Kitchen:	Under \$40,000	_____	\$40,000-\$70,000	_____
	\$70,001-\$100,000	_____	Over \$100,000	_____
Bathroom:	Under \$40,000	_____	\$40,000-\$60,000	_____
	\$60,001-\$80,000	_____	Over \$80,000	_____
Addition:	Under \$200,000	_____	\$200,000-\$500,000	_____
	Over \$500,000	_____		
Restoration:	Under \$100,000	_____	\$100,000-\$200,000	_____
	Over \$200,000	_____		
General Renovation:	Under \$100,000	_____	\$100,000-\$200,000	_____
	Over \$200,000	_____		
Whole House:	Under \$200,000	_____	\$200,000-\$350,000	_____
	\$350,001-\$500,000	_____	Over \$500,000	_____

Company Name: _____ Contact: _____
 Phone: _____ Email: _____
 Total Amount: \$ _____ Total Number of Entries: _____

I, representative of company stated above, authorize the materials supplied to the Home Building Association of Richmond to be displayed, reproduced and/or publicized for the sole purpose of promotion, and verify that all the information provided is accurate and the entry(ies) was/were contracted by the company stated above.

Authorized Signature: _____ Date: _____

Please return this completed form along with check payable to HBAR and entry submittal(s), plus HBAR membership application with dues payment if non-member, to: HBAR, attn: Victoria Moody, 400 N. Ridge Road, Richmond, Virginia 23229.

To pay by VISA or MasterCard, complete the following and note a 4.5% processing fee will be added.

Name on Card: _____ Exp. Date: ____/____/____
 Account Number: _____ - _____ - _____
 Billing Street Address: _____ Billing Zip: _____
 Authorized Signature: _____