



The 2023 SoCal
MAME
Awards

CALL FOR
ENTRIES

Designed By

GC
GET COMMUNITY



The 2023 SoCal MAME Awards

Call For Entries

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.

SATURDAY – SEPTEMBER 30, 2023

THE WESTIN RESORT OF ANAHEIM

5:00PM-10:00PM

Tickets

GSMC Members \$175

Non-Members \$200

Attire: Elegant Attire



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Years of Excellence

MAME ENTRY DEADLINES & FEES

ENTRY FEES ARE NON-REFUNDABLE

May 5th – July 31 - Early Bird Entry Period

Entry fees

GSMC Members \$200

BIASC Members \$250

August 1 to August 14 - Late Entry Period

Entry fees

GSMC Members \$300

BIASC Members \$350

MATERIALS DUE AUGUST 14 BY 11:59PM

August 23-25 - MAME Judging

August 31 - Finalists Announced

September 15 - Sponsorship and Ticket Deadline

September 30 - MAME Awards - Westin Anaheim Resort

ELIGIBILITY

ENTRIES ARE OPEN TO BIA OF SOUTHERN CALIFORNIA MEMBERS ONLY

NON-MEMBERS LISTED ON THE TEAM FORM WILL NOT BE CREDITED.

Any Southern California development that actively maintained a sales or leasing program anytime between June 1, 2022 and August 1, 2023 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.



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DEADLINES & DELIVERY

Entry Application and Materials are due no later than August 14th Midnight -
NO EXCEPTIONS or EXTENSIONS

STEPS TO ENTER

- Please complete [Entry Application](#) & pay entry fees no later than August 14, 2023
- Once submitted Entry system will generate your unique entry serial number(s) per entry.
- Your entry materials are due by August 14th - Digital entries should be submitted by FTP, or File Sharing service (dropbox, yousend it)

MATERIALS FOR ALL ENTRIES INCLUDE:

- [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 | lisa@teampmp.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
- 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_TeamForm.docx

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Years of Excellence

PROFESSIONAL ACHIEVEMENT AWARDS

Entries will be judged on the candidate's positive aspects and measurable work performance for the period of June 1, 2022 and August 14, 2023

SALES ACHIEVEMENT

01 - Rookie Sales Professional of the Year -

less than 2 years of selling

02 - Sales Professional of the Year -

Category will be broken by sales price

03 - Sales Team of the Year -

Category will be broken by sales price

04 - Online Sales Professional of the Year

05 - Online Sales Team of the year

06 - Shining Star - Someone who deserves to be recognized. Is there a superintendent going above and beyond? A marketing coordinator? An escrow officer or preferred lender? Submit a brief statement on why this person is deserving of the spotlight.

Categories 1-6 Requirements

- Completed Form containing written statement describing exemplary performance and achievement, including candidates written response to the following:
 - » Share with us your biggest challenge?
 - » Share with us your biggest success?
 - » What are your most proud of?
- Please include a color photo of candidate

LEADERSHIP RECOGNITION

07 - Sales Leader/Manager of the Year

08 - Marketing Professional of the Year - Builder/Developer

09 - Associate Professional of the Year - Serving Builders/Developers

10 - Customer Service Professional of the Year

11 - Construction Professional of the Year

12 - Purchasing/Options Person or Team of the Year

13 - Escrow Professional or Team of the Year

14 - Design Studio Professional of the Year

15 - Young Leader of the Year

Categories 07-15 Requirements

- Completed Form containing written statement describing exemplary performance and achievement, including candidates written response to the following:
 - » Share with us your biggest challenge.
 - » Share with us your biggest success.
 - » What are you most proud of?
 - » FORMAT to .mov or .mp4 - MAX 3 minutes
 - » Please include a color photo of candidate

**SEE LAST PAGE FOR DEFINITIONS
AND JUDGING CRITERIA**



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MARKETING & DESIGN ACHIEVEMENT AWARDS

16. 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)

17. 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
- Suggested: logo, advertisements, signage, displays, brochure, direct mail, and impact graphic, etc

18. Best Brochure - Printed or Digital

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 14 to : SoCalAwards
- Peter Mayer Productions, Inc. - 10416 Hamilton St. Alta Loma CA 91701

19. 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)

20. 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.



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21. Best Innovative Use of Technology

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
- Video File of video animation (.mov or quicktime file)

22. 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.

23. 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 31st
- 6 to 8 images that represent entry.

24. Best Signage

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.

25. Best Sales or Leasing Office

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.



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26. Best Landscape Design (Single Model)

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

27. Best Outdoor Living Space

How the outdoor living relates to the indoor space increasing the livability of the home.

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

Entry Requirements

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

28. 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

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

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

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

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

33. Best Interior Merchandising of an Attached Home Plan priced under \$750,000

34. Best Interior Merchandising of an Attached Home Plan priced \$750,000 & Over

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



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

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

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

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

39. Best Architectural Design of an Individual Attached Home Plan

40. 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

41. 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

42. 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.



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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.

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, and Overall sales success.

43. Attached Community of the Year

44. Detached Community of the Year

45. Master Planned Community of the Year

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

Builder MUST be a BIASC member

To qualify and submit an entry for Community of the Year the community must also be entered in at least FIVE categories that represent the community through people, space or design.

The FIVE qualifying categories include categories 1-40.

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.

46. Sales Achievement Awards

Sales Volume Award - \$5 Million to \$14.9 Million

Sales Volume Award - \$15 Million to \$24.9 Million

Sales Volume Award - \$25 Million +

Entry Requirements:

Applicants must be current GSMC Member.

- Completed Top Producers form with closed sales for the period of August 1, 2022 thru August 1, 2023
- Please include a color photo of candidate



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PROFESSIONAL ACHIEVEMENT AWARDS CATEGORIES

Additional Eligibility Requirements:

- Candidates of individual categories must submit a written statement, 300 words or less, describing exemplary performance and achievement.
- Candidate must submit a color photo. Any photos not received will be supplemented with company logo. For best results, send in the highest resolution and quality available. Format: jpg, minimum resolution 500x500 pixels at 300 dpi.
- Entries will be judged on the candidate's positive aspects and measurable work performance. Community service and BIA/GSMC involvement will also be considered as judging criteria.
- Candidate statement including response to questions below:
 - » Share with us your biggest challenge.
 - » Share with us your biggest success.
 - » What are you most proud of?

Sales Rookie of the Year

Candidate must have no more than 18 months of licensed experience in new-home sales.

Applies to lead or secondary agent.

Sales Professional of the Year

Individual that has overcome sales challenges, excelled at home financing, building referrals,

handled closings smoothly, construction and escrow coordination, and ultimate buyer satisfaction.

Candidate's overall attitude and commitment to the ultimate success of this community is unmatched.

Online Sales Professional of the Year

Individual or Team responsible for answering phone inquiry, setting appointments, managing leads, follow-up and handoff with the on-site team. Candidate's overall attitude and commitment to the ultimate success of this community is unmatched.

Sales Team of the Year

Team that has overcome sales challenges, excelled at home financing, building referrals, handled closings smoothly, construction and escrow coordination, and ultimate buyer satisfaction. Candidate's overall attitude and commitment to the ultimate success of this community is unmatched.

Sales Leader/Manager of the Year

Sales Manager who has shown considerable judgment, initiative and motivation in order to manage the sales performance and activities of new-home communities. Responsibilities include recruiting, hiring, training and supervising on-site sales or leasing agents.

Entries will be judged on the candidate's positive aspects and measurable work performance.



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Years of Excellence

Marketing Professional of the Year

Marketing Director is responsible for creating, developing, overseeing, coordinating and managing marketing activities for new home communities. Responsibilities include hiring, training and supervising marketing team toward creating and maintaining campaigns that target audiences that result in sales of builder communities all within manageable budgets.

Customer Service Representative of the Year

Customer Service Representative is an individual (administrator, coordinator, representative or manager) responsible for anticipating and responding to homebuyers' needs and concerns. They work directly with the homebuyer when problems arise to protect the Builder or Developer's quality and integrity.

Purchasing/Options Person or Team of the Year

A Purchasing Agent or Team who works to promote positive working relationships with all trades in the industry while maintaining budgets, contracting projects and assisting with ongoing construction of projects. The person or team promotes value engineering, product research, efficiency and supports options and marketing as well as other departments within their company and are well-regarded by their peers and others in the trade.
OR

An Options Coordinator or Office Personnel or Team who works to promote efficiency and support

the daily operations of the homebuilder while maintaining positive relationships with all trades, consultants, sales teams and associates. This person or team partners with all departments within their company assisting with items such as options, accounting, office management or customer service and are well-regarded by their peers.

Superintendent/Construction Professional of the Year

The Superintendent is an individual who is responsible for supervising the off-site and/or on-site construction of the residential building process for a new homebuilder. Responsibilities include hiring, managing, budgeting and overseeing daily operations.

Associate Company or Professional of the Year

The Associate company, person or team is BIABA member who has displayed innovation, market performance, relationships, community involvement and provided services to fellow BIABA Builder members. Judging criteria will include effort shown in outreach with builder, with buyers, in community outreach, buyer satisfaction, builder communication, industry involvement. Suggested entrants include, but not limited to, Architects, Lenders and Engineers.

(Business development, sales, designers, project managers - any and all who serve the builder)



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Escrow Professional of the Year

The Escrow Coordinator is a BIASC builder member escrow coordinator who has shown teamwork, quality work performance and successful escrow closing rates. Judging criteria will be buyer satisfaction, builder communication and industry involvement.

Design Studio Professional of the Year

Design professional of the year is the individual who, in the opinion of the judges, has demonstrated excellence in the management of the builder design studio.

Young Leader of the Year -

Open to builders and associate/supplier disciplines
Designed to recognize new leaders within our industry - people who are making an impact and advancing the industry through innovation, outstanding performance and dedication. Open to ad agencies, interior designers, architects, builders, et al.

Nominee must be under 40 years of age at the time of entry

Sales Volume Award Categories

Additional Eligibility Requirements:

Candidates must be GSMC members and membership must be in good standing, both at the time of submission and at the time the award is given/received.

Sales Volume Award - \$5 Million to \$14.9 Million

Sales Volume Award - \$15 Million to \$24.9 Million

Sales Volume Award - \$25 Million +



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