



### **Event Description**

In 1992, the Texas Association of Builders launched the Texas Star Awards — the only statewide tribute to excellence in the home building industry. In 2005, this remarkable awards program expanded to include projects throughout the Southwest. The 2012 Star Awards will continue to showcase the outstanding work of builders, remodelers, architects, designers, sales professionals, marketing professionals, construction professionals and industry leaders in Texas and the Southwest!

The Star Awards is held in conjunction with the Sunbelt Builders Show™ and is heavily marketed to the Sunbelt region: Texas, Louisiana, New Mexico, Oklahoma and Arkansas. With more than 75 categories to choose from and hundreds of entries each year, it is an impressive feat to be identified as a finalist, let alone a winner.

**The Star Awards Finalist and Winners will be recognized during the Sunbelt Builders Show™ at the Austin Convention Center in Austin, Texas.** For more information on the Sunbelt Builders Show™, call (800) 252-3625 or visit [www.TexasBuilders.org](http://www.TexasBuilders.org) or [www.SunbeltBuildersShow.com](http://www.SunbeltBuildersShow.com).

[CLICK HERE](#) to start Star Award Entry Process  
(Entries must be submitted using the online entry process.)

### **Eligibility**

Participation is restricted to builders, remodelers, developers and associates who are members in good standing with the Texas Association of Builders, Arkansas HBA, Louisiana HBA, New Mexico HBA, and Oklahoma State HBA. Individuals, products and advertising/promotional entries will be judged **only if they were built, marketed or employed between Jan. 1, 2011 and May 25, 2012. Projects and individuals that previously received a Star Award in a specific category are not eligible for consideration in that same category but may enter another category for that same project in the 2012 Star Awards.** All entries must adhere to exact entry requirements and judging criteria. Failure to comply with these specifications will result in disqualification of entry and forfeiture of the entry fees. Categories with fewer than three entries may be excluded from award consideration and entry fees refunded.

### **Entry Fees and Deadlines**

\$100 per entry if received and paid for by the Early Bird deadline, May 15, 2012

\$125 per entry if received after May 15, 2012

- **All entries must be received by 5 p.m., May 25, 2012.**

### **Requirements**

Category requirements do vary. Filling out the required content is vital to the judging process. Additional materials may be requested in support of submission.

### **Material Submissions**

Display boards and brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## **Upload Image/File Instructions**

1. Click on the "Browse" button.
2. In the "Find File" dialogue window, locate the file to upload, select the file, and click on "Open".
3. Scroll to the bottom of the window and mouse-click the "Save" button.

### **Please Note:**

- .jpgs, .pdfs, .mp3 or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- .mp3 or .wmv files should be less than 5 megabytes in size

## **Judging**

All entries will be judged by a panel of industry experts from markets across the country. Judges reserve the right to eliminate any category where the quality of work does not warrant a winner.

Star Awards reserves the right to combine or eliminate any category or categories due to insufficient entries. Additionally, it reserves the right to create new categories should the Star Awards judges determine a situation warrants such action. Judges may also re-categorize any entry, if in their opinion, it has been entered in the wrong category, or if the entry is better suited to another category. Special awards may be presented at the judges' discretion. All decisions of the judges are final.

The Best New Custom Home and Grand Awards, listed below, are not judged individually. To enter these categories contestants must enter specific categories as outlined in the Best New Custom Home and Grand Award category descriptions. The scores received by the categories required for submission are tallied. The Best New Custom Home or Grand Award entry with the highest accumulated points is deemed the category winner.

- Best New Custom Home
- Grand Award - Custom Builder of the Year
- Grand Award - Developer of the Year
- Grand Award - High Volume Builder of the Year
- Grand Award - Low Volume Builder of the Year
- Grand Award - Mid Volume Builder of the Year
- Grand Award - Remodeler of the Year

## **Reserved Publication Rights**

The Texas Association of Builders reserves the right to use entrant company names, project names, project descriptions and individual entrant names in press materials or future marketing materials related to the Star Awards program.

Please follow directions closely. Mistakes can turn a winning entry into one not even considered. Direct Star Awards entry questions to Canda Warner, Tamara Zengerle or Michelle Atkinson at the Texas Association of Builders (512) 476-6346 or (800) 252-3625.

## **Online Entry Process**

This entry process was designed with entrants in mind. It simplifies the entry, upload, and submittal process for all entrants by cutting down the steps and man hours.

1. Click "**View / Submit Entries**"
2. **Login** by using your Username and Password \*
3. Read Submission Checklist carefully and then click "**Create Entry**"
4. Here you will see a list of all the Star Awards Categories
  - o "**View Criteria**" will show you a category's description, the judging criteria and the required materials for submission
  - o "**Create Entry**" will open the form for that specific category
5. Complete the form and select "**Save**". (*Filling out the required content is vital to the judging process*)
6. You can now "**View Entries**", "**Create New Entry**", "**Submit Entry**" or "**Delete Entry**".
7. Once you have entered all projects click "**Submit Entry**".
  - o Check the boxes on the entries you wish to submit, choose payment opinion, and click "**Submit**".
    - If paying by check, print invoice and mail with check as soon as possible for processing.
8. Categories requiring display boards or marketing materials must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012.

## **Entry Home Screen**

**Read the on-line entry information carefully.**

There is no limit to the number of categories entered or the number of entries per category. All entries must adhere to exact entry requirements and judging criteria. *Failure to comply with these specifications will result in disqualification of entry and forfeiture of entry fee.*

All entries must be **submitted** by Friday, May 25, 2012.

## **Submission Checklist**

- \_\_\_\_\_ Create your category entry - follow the guidelines and regulations  
(*Entries may be edited until submitted*)
- \_\_\_\_\_ Entrant Review and Signature Acknowledgment - all entrants must answer this last question
- \_\_\_\_\_ Submittal / Payment (*check or credit card*)
- \_\_\_\_\_ Signed Affidavit (**Only** required for *Individual Achievement categories*)

## **Add Entry**

Click on "**Create Entry**" link next to the category you want to enter.

## **Update Entry**

You may update, revise or finish an open un-submitted entry at any time. Click, "View Entries," scroll down to the bottom of the page and select the entry you would like to edit. Only after you choose to submit does the entry become locked and not editable.

\* If you need assistance logging in contact Texas Association of Builders (512) 476-6346 or (800) 252-3625.

# Star Awards Categories

## Associate

	Product	Promotion
	Best Poolscape	Best Direct Mail Piece Best Email Message Best Online Ad Best Print Ad Best Sales Brochure Best Showroom / Sales Center Best Web site

## Custom Builder

	Product	Promotion
	Best Architectural Design Best Kitchen Best Master Bathroom Best Master Bedroom Best New Custom Home Best Outdoor Living Space Best Poolscape Best Specialty Room Grand Award - Custom Builder of the Year Best Overall Interior Design	Best Direct Mail Piece Best Email Message Best Online Ad Best Print Ad Best Radio Commercial Best Sales Brochure Best Showroom / Sales Center Best Special Promotion Best Television Commercial Best Web site

## Developer

	Product	Promotion
	Best Overall Community Best Poolscape Grand Award - Developer of the Year	Best Billboard Best Direct Mail Piece Best Email Message Best Online Ad Best Print Ad Best Radio Commercial Best Sales Brochure Best Showroom / Sales Center Best Special Promotion Best Television Commercial Best Web site

## Multifamily

	Product
	Best Architectural Design Best Overall Interior Design

## Remodeler

	Product	Promotion
	Best Addition Best Bathroom Renovation Best Commercial Remodel Best Historic Renovation Best Kitchen Renovation Best Outdoor Living Space Best Specialty Room Best Whole House Renovation Grand Award - Remodeler of the Year	Best Direct Mail Piece Best Print Ad Best Sales Brochure Best Web site

**Volume Builder****Product**

Best Custom Home  
Best Interior Merchandising  
Best Product Design  
Grand Award - Volume Builder of the Year

**Promotion**

Best Billboard  
Best Direct Mail Piece  
Best Email Message  
Best Online Ad  
Best Print Ad  
Best Radio Commercial  
Best Sales Brochure  
Best Showroom / Sales Center  
Best Special Promotion  
Best Television Commercial  
Best Web site

**Specialty Awards****Individual**

Construction Manager of the Year  
Construction Superintendent of the Year  
Project Manager of the Year

Marketing Professional of the Year  
Mortgage Industry Professional of the Year  
Realtor of the Year  
Rookie Sales Professional of the Year  
Sales Manager of the Year  
Sales Professional of the Year  
Title Industry Professional of the Year  
Warranty Service Professional of the Year

# Construction Manager of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For a full-time employee of a builder responsible for the maintenance and performance of a construction staff and administration of all construction management duties. Those who enter this category may not enter any other Construction Professional of the Year category.

**Judging Criteria:** Candidates will be judged on professional and innovative approach to construction and/or sales training, success in overcoming obstacles, management of quality construction, budgets and timeliness of job completion.

## Required Materials:

1. Submission Information
2. General Information
3. A letter from candidate's supervisor stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of homes completed in time period:
  - How many of those were spec homes:
  - Number of communities that you build in:
  - Average build-time per house:
  - Average price range of homes:

- What percentage of jobs came in at or under budget?
  - Number of people that you manage:
10. One (1) File for Supervisor's Letter (.pdf)
  11. One (1) High quality image of candidate (.jpg)
  12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Construction Superintendent of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For a full-time employee of a builder responsible for the day-to-day management of sub-contractors and vendors involved in the construction process. Those who enter this category may not enter any other Construction Professional of the Year category.

**Judging Criteria:** Candidates will be judged on professional and innovative approach to scheduling sub-contractors, working with customers, success in overcoming obstacles, quality of construction, budget management and timeliness of job completion.

## Required Materials:

1. Submission Information
2. General Information
3. A Professional Resume (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of homes completed in time period:
  - How many of those were spec homes:
  - Number of communities that you build in:
  - Average build-time per house:
  - Average price range of homes:
  - What percentage of jobs came in at or under budget?

10. One (1) File for Professional Resume (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

# Marketing Professional of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For a full-time employee who made significant contributions to the marketing effort of the employer. Entry is not limited to individuals with a marketing job title. Candidate who enters this category may not enter Sales Manager of the Year.

**Judging Criteria:** Candidates will be judged on professional and innovative approach in developing marketing plans, productivity, solutions to marketing obstacles, achievement of marketing goals through product development, merchandising, sales advertising, market research and public relations, and industry and community involvement.

## Required Materials:

1. Submission Information
2. General Information
3. A list of all new homes closed between January 1, 2011 and December 31, 2011. List should include builder, address, city and sales price (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. Signed, sales volume affidavit (to be mailed to the TAB office)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Affidavit must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please include entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:

9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
- Number of homes/\$ volume closed\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - Number of homes/\$ volume sold\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - Number of homes/\$ volume cancelled\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - \*Can use company/division totals:
  - Number of active communities/sales people in time period: \_\_\_\_\_/\_\_\_\_\_
  - Market Area and State:
  - Overall product type:
  - Price range:
  - Marketing cost per traffic unit:
  - Total marketing budget:
10. One (1) file of the required list of all new homes closed (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### Marketing Statements

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Mortgage Industry Professional of the Year

**Judging Criteria:** Candidate will be judged based on how well they accomplish the goals and responsibilities inherent to their job description, customer sales and/or follow-up, philosophies, industry and community involvement.

## Required Materials:

1. Submission Information
2. General Information
3. A letter from candidate's supervisor stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth (.pdf)
4. A Professional Resume (.pdf)
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. One (1) File for Supervisor's Letter (.pdf)
10. One (1) File for Professional Resume (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

## Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Project Manager of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For a full-time employee of a builder who manages superintendents and/or sales personnel, or is responsible for the sales and construction of a specific home. Those who enter this category may not enter any other Construction Professional of the Year category or Sales Manager of the Year category.

**Judging Criteria:** Candidates will be judged on professional and innovative approach to construction and/or sales training, success in overcoming obstacles, management of quality construction, budgets and timeliness of job completion.

## Required Materials:

1. Submission Information
2. General Information
3. A letter from candidate's supervisor stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of homes completed in time period:
  - How many of those were spec homes:
  - Number of communities that you build in:
  - Average build-time per house:

- Average price range of homes:
  - What percentage of jobs came in at or under budget?
  - Number of people that you manage:
10. One (1) File for Supervisor's Letter (.pdf)
  11. One (1) High quality image of candidate (.jpg)
  12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Realtor of the Year

**Note:** Realtor must be employed by a licensed Real Estate Broker whose primary function is the listing and selling of new homes. Candidate cannot be an on-site sales agent for a builder or developer.

**Judging Criteria:** Candidates will be judged on selling techniques, philosophies, industry and community involvement, and results.

## Required Materials:

1. Submission Information
2. General Information
3. A list of all new homes closed between January 1, 2011 and December 31, 2011. List should include builder, address, city and sales price (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. Signed, sales volume affidavit (to be mailed to the TAB office)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Affidavit must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please include entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of new homes/\$ volume **closed** (sales & listings) for the time period:
  - Average price of new homes **closed** (sales & listings) for the time period:
  - Number of new homes/\$ volume **listed only** for the time period:
  - Average price of new homes **listed only** for the time period:

- Number of other licensed real estate agents who contributed to this sales volume:
10. One (1) file of the required list of all new homes closed (.pdf)
  11. One (1) High quality image of candidate (.jpg)
  12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Rookie Sales Professional of the Year

**Note:** For on-site sales professionals having 12 months or less experience in new home sales between January 1, 2011 and December 31, 2011.

**Judging Criteria:** Candidates will be judged on professional approach to sales, selling techniques, philosophies, ability of overcome market obstacles, industry and community involvement and results.

## Required Materials:

1. Submission Information
2. General Information
3. A list of all new homes closed between January 1, 2011 and December 31, 2011. List should include builder, address, city and sales price (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. Signed, sales volume affidavit (to be mailed to the TAB office)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Affidavit must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please include entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of other sales people in project:
  - Average weekly traffic:
  - Date started in new home sales:
  - Number of communities worked during time period:
  - Location of communities:

10. One (1) file of the required list of all new homes closed (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Sales Manager of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For full-time sales managers responsible for the maintenance and performance of a sales staff and administration of all sales management duties. Candidate who enters this category may not enter Marketing Director of the Year.

**Judging Criteria:** Candidates will be judged on quality and innovativeness of sales training and motivational programs, success in overcoming obstacles, improving sales performance, achieving company sales goals and industry and community involvement.

## Required Materials:

1. Submission Information
2. General Information
3. A list of all new homes closed between January 1, 2011 and December 31, 2011. List should include builder, address, city and sales price (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. Signed, sales volume affidavit (to be mailed to the TAB office)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Affidavit must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please include entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:

9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
- Number of homes/\$ volume closed\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - Number of homes/\$ volume sold\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - Number of homes/\$ volume cancelled\* in time period: \_\_\_\_\_/\$\_\_\_\_\_
  - Average price:
  - \*Can use company/division totals:
  - Number of active communities/sales people in time period: \_\_\_\_\_/\_\_\_\_\_
  - Market Area and State:
  - Overall product type:
  - Price range:
  - Marketing cost per traffic unit:
  - Total marketing budget:
10. One (1) file of the required list of all new homes closed (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

# Sales Professional of the Year

**Note:** For on-site sales professionals representing a volume builder, custom builder or remodeler in new home sales between January 1, 2011 and December 31, 2011.

**Judging Criteria:** Candidates will be judged on professional approach to sales, selling techniques, philosophies, ability of overcome market obstacles, industry and community involvement and results.

## Required Materials:

1. Submission Information
2. General Information
3. A list of all new homes closed between January 1, 2011 and December 31, 2011. List should include builder, address, city and sales price (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. Signed, sales volume affidavit (to be mailed to the TAB office)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Affidavit must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please include entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of other sales people in project:
  - Average weekly traffic:
  - Date started in new home sales:
  - Number of communities worked during time period:
  - Location of communities:

10. One (1) file of the required list of all new homes closed (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Title Industry Professional of the Year

**Note:** Candidates may be involved in any facet of the title industry pertaining to single family transactions.

**Judging Criteria:** Candidate will be judged on how well they accomplish the goals and responsibilities inherent to their job description, customer sales and/or follow-up, philosophies, industry and community involvement.

## Required Materials:

1. Submission Information
2. General Information
3. A letter from candidate's supervisor stating his/her assessment of candidate's effectiveness in customer satisfaction, customer follow-up and contribution to the company's growth (.pdf)
4. A Professional Resume (.pdf)
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. One (1) File for Supervisor's Letter (.pdf)
10. One (1) File for Professional Resume (.pdf)
11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Warranty Service Professional of the Year

**Note:** For a Builder, Custom Builder, Developer, Remodeler

For a full-time employee of a builder responsible for performing and/or scheduling all warranty service work.

**Judging Criteria:** Candidates will be judged on professional and innovative approach to scheduling sub-contractors, working with customers, success in overcoming obstacles, quality of construction, budget management and timeliness of job completion.

## Required Materials:

1. Submission Information
2. General Information
3. A Professional Resume (.pdf)
4. Marketing Statement
5. One (1) High quality head-and-shoulders image of candidate (.jpg)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Candidate's Name:
2. Candidate's Title:
3. Company Name:
4. Company Address:
5. Company Phone:
6. Candidate's E-mail:
7. Name of Supervisor:
8. Supervisor's Email:
9. All figures stated below should represent accomplishments between January 1, 2011 and December 31, 2011.
  - Number of homes completed in time period:
  - How many of those were spec homes:
  - Number of communities that you build in:
  - Average build-time per house:
  - Average price range of homes:
  - What percentage of jobs came in at or under budget?
10. One (1) File for Professional Resume (.pdf)

11. One (1) High quality image of candidate (.jpg)
12. One (1) High quality company logo (.jpg)

### **Marketing Statements**

1. Explain your professional approach to selling and any obstacles overcome **(200 Words or less)**
2. Tell how you served the real estate/home building industry (include activities and involvement in local, state, and national organizations such as a HBA **(100 Words or less)**)
3. Tell how you served your community **(100 Words or less)**

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Associate or Builder - Best Poolscape

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, attention to detail, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the area (.jpg)
5. One (1) High quality image of the area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Cost \$:
6. List five (5) to ten (10) Exceptional Features or Amenities of the area:
7. High quality images depicting the room/area (no more than 6)
8. High quality image of the room/area floor plan
9. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Architectural Design

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the house: (.jpg)
  - a) Front Elevation
  - b) Back Elevation
  - c) Living Room Area
  - d) Master Bedroom
  - e) Kitchen
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales Price of Home (excluding lot price)
  
6. Square Footage:
7. Construction cost/Sq. Ft.
8. List five (5) to ten (10) Exceptional Features or Amenities of the house:
9. High quality images depicting the house (no more than 9)
10. High quality image of the floor plans
11. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Interior Design

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of color, texture, interior space, furniture, accessories, window and wall treatments, attention to detail, functionality, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the interior of the house: (.jpg)
  - a) Living Room Area
  - b) Kitchen
  - c) Dining
  - d) Master Bedroom
  - e) Master Bathroom
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales price of home (Lot price excluded):
6. Square Footage:
7. Construction Cost per Square foot:
8. List five (5) to ten (10) Exceptional Features or Amenities of the room/area:
9. High quality images depicting the room/area (no more than 9)
10. High quality image of the floor plans
11. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Custom Builder (less than 50 homes) - Best Kitchen

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Builder Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the room/area (.jpg)
5. One (1) High quality image of the room/area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales price of home – (Lot price excluded)
6. Square footage:
7. Construction Cost per Square foot:
8. High quality images depicting the room/area (no more than 6)
9. High quality image of the room/area floor plan
10. One (1) High quality company logo (.jpg)

## Project Description/Builder Notes

In 150 words or less, state:

- What is your professional approach to building?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Master Bathroom

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Builder Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the room/area (.jpg)
5. One (1) High quality image of the room/area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales price of home – (Lot price excluded)
6. Square footage:
7. Construction cost per square foot:
8. List five (5) to ten (10) Exceptional Features or Amenities of the room/area:
9. High quality images depicting the room/area (no more than 6)
10. High quality image of the room/area floor plan
11. One (1) High quality company logo (.jpg)

## Project Description/Builder Notes

In 150 words or less, state:

- What is your professional approach to building?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Master Bedroom

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Builder Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the room/area (.jpg)
5. One (1) High quality image of the room/area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales price of home – (Lot price excluded)
6. Square footage:
7. Construction cost per square foot:
8. List five (5) to ten (10) Exceptional Features or Amenities of the room/area:
9. High quality images depicting the room/area (no more than 6)
10. High quality image of the room/area floor plan
11. One (1) High quality company logo (.jpg)

## Project Description/Builder Notes

In 150 words or less, state:

- What is your professional approach to building?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best New Custom Home

*Price ranges to be determined after all entries have been received.*

**Note:** To be considered for this category, the same home must be entered in a minimum of One (1) Best Interior Category and One (1) Best Architectural Category in the same price point. A cumulative score will determine the winner.

- **Best Interior Categories**
  - Master Bedroom
  - Master Bathroom
  - Kitchen
  - Specialty Room
- **Best Architectural Categories**
  - Architectural Design
  - Overall Interior

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the house: (.jpg)
  - a) Front Elevation
  - b) Back Elevation
  - c) Living Room Area
  - d) Master Bedroom
  - e) Kitchen
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:

5. Sales price of home – (Lot price excluded)
6. Square Footage:
7. Construction cost per square foot
8. List five (5) to ten (10) Exceptional Features or Amenities of the house:
9. High quality images depicting the house (no more than 9)
10. High quality image of the floor plans
11. One (1) High quality company logo (.jpg)

### **Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Outdoor Living Space

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship and creativity.

## Entries into this category may include but not limited to:

- Patio
- Deck
- Gazebo
- Pool House
- Sports Court, etc.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Builder Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the room/area (.jpg)
5. One (1) High quality image of the room/area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Cost:
6. List five (5) to ten (10) Exceptional Features or Amenities of the room/area:
7. High quality images depicting the room/area (no more than 6)
8. High quality image of the room/area floor plan
9. One (1) High quality company logo (.jpg)

## Project Description/Builder Notes

In 150 words or less, state:

- What is your professional approach to building?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Specialty Room

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship and creativity.

## Entries into this category may include but not limited to:

- Sunroom
- Media Room
- Library
- Home Office
- Game Room, etc.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Builder Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the room/area (.jpg)
5. One (1) High quality image of the room/area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales Price of home (Lot price excluded):
6. Square Footage:
7. Construction Cost per Square foot:
8. List five (5) to ten (10) Exceptional Features or Amenities of the room/area:
9. High quality images depicting the room/area (no more than 6)
10. High quality image of the room/area floor plan
11. One (1) High quality company logo (.jpg)

**Project Description/Builder Notes**

In 150 words or less, state:

- What is your professional approach to building?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder of the Year - Grand Award

**Note:** To be considered for this award, candidates must have entered in a minimum of One (1) Promotional Category **and** Two (2) Best Interior Categories. A cumulative score will determine the winner.

- Promotional Category
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Electronic Media
  - Special Promotion
  - Web site
  - Showroom/Sales Center
- Best Interior Categories
  - Master Bedroom
  - Master Bathroom
  - Kitchen
  - Specialty Room

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Interior Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to building? (200 words or less)
2. Tell how you served the home building industry; include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

## Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Overall Community up to 20 Acres

**Judging Criteria:** To be eligible, the community must have the first models/units opened or completed between January 1, 2011 and May 25, 2012. Entries will be judged on their ability to:

- Protect and provide access to the natural environment
- Incorporate a mix of land uses
- Use land in an efficient and innovative manner
- Be pedestrian-scaled and pedestrian friendly
- Provide housing choices
- Utilize infill opportunities

**Note:** It is neither required nor expected that every entry address all of the principles. Judges will award those projects demonstrating the best execution of applicable principles.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the community including: (.jpg)
  - a) Signage
  - b) Sales Office
  - c) Recreation or Community Center
  - d) Green Areas: Parks, Lakes, Trails, etc.
  - e) Streets/Sidewalks
  - f) Street view of Units
5. Up to Two (2) High quality images of the community site plans (.jpg or .pdf)
6. Six (6) complete copies of the original brochure (including applicable inserts of floor plans, site plan, features, etc.)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:

4. Date Project was completed:
5. Target Market(s):
6. Total Acreage:
7. Total Lots or Units:
8. List Housing types available
9. Price Range of Units:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the community (no more than 9)
12. High quality images of the community site plans
13. One (1) High quality company logo (.jpg)

### **Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to planning and design?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Developer - Best Overall Community 20 Acres or More

**Judging Criteria:** To be eligible, the community must have the first models/units opened or completed between January 1, 2011 and May 25, 2012. Entries will be judged on their ability to:

- Protect and provide access to the natural environment
- Incorporate a mix of land uses
- Use land in an efficient and innovative manner
- Be pedestrian-scaled and pedestrian friendly
- Provide housing choices
- Utilize infill opportunities

**Note:** It is neither required nor expected that every entry address all of the principles. Judges will award those projects demonstrating the best execution of applicable principles.

### Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the community including: (.jpg)
  - a) Signage
  - b) Sales Office
  - c) Recreation or Community Center
  - d) Green Areas: Parks, Lakes, Trails, etc.
  - e) Streets/Sidewalks
  - f) Street view of Units
5. Up to Two (2) High quality images of the community site plans (.jpg or .pdf)
6. Six (6) complete copies of the original brochure (including applicable inserts of floor plans, site plan, features, etc.)
7. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- Brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:

4. Date Project was completed:
5. Target Market(s):
6. Total Acreage:
7. Total Lots or Units:
8. List of Housing types available:
9. Price Range of Units:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the community (no more than 9)
12. High quality images of the community site plans
13. One (1) High quality company logo (.jpg)

### **Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to planning and design?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

### **Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Developer - Best Poolscape

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, attention to detail, use of materials, cost/value relationship and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the area (.jpg)
5. One (1) High quality image of the area floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

10. Project Name:
11. Project Location/City, State:
12. Date Project began:
13. Date Project was completed:
14. Project Cost :
15. List five (5) to ten (10) Exceptional Features or Amenities of the area:
16. High quality images depicting the room/area (no more than 6)
17. High quality image of the room/area floor plan
18. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer of the Year - Grand Award

**Note:** To be considered for this award, candidates must have entered in a minimum of Two (2) Promotional Categories and One (1) Best Overall Community. A cumulative score will determine the winner.

- Promotional Categories
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Electronic Media
  - Special Promotion
  - Web site
  - Showroom/Sales Center
- Best Overall Community Category
  - Community up to 20 Acres
  - Community 20 Acres or More

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Overall Community Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to community development? (200 words or less)
2. Tell how you served the home building industry; include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

## Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Multifamily - Best Architectural Design for Attached Homes

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on design, quality of construction, attention to detail, use of materials, cost/value relationship functionality and creativity.

### Multifamily projects include:

- Duplexes
- Townhome
- Condos
- Lofts

### Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the unit: (.jpg)
  - a) Front Elevation
  - b) Back Elevation
  - c) Living Room Area
  - d) Master Bedroom
  - e) Kitchen
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales price of unit:
6. Square Footage:
7. Construction Cost per Square foot:

8. List five (5) to ten (10) Exceptional Features or Amenities of the Unit:
9. High quality images depicting the Unit (no more than 9)
10. High quality image of the floor plans
11. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Multifamily - Overall Interior Design for Attached Homes

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on design, use of color, texture, interior space, furniture, accessories, window and wall treatments, attention to detail, functionality, use of materials, cost/value relationship and creativity.

### Multifamily projects include:

- Duplexes
- Townhome
- Condos
- Lofts

### Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Nine (9) High quality images depicting the interior of the unit:  
(.jpg)
  - a) Living Room Area
  - b) Kitchen
  - c) Dining
  - d) Master Bedroom
  - e) Master Bathroom
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Sales Price of Unit:
6. Square Footage:
7. Construction Cost per Square foot:
8. List five (5) to ten (10) Exceptional Features or Amenities of the unit:

9. High quality images depicting the interior of the unit (no more than 9)
10. High quality image of the floor plans
11. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to design & construction?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Addition

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated
8. How much new square footage was added
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Bathroom Renovation

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Commercial Remodel

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost \$ per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Historic Renovation

**Judging Criteria:** THE HOME MUST BE ON THE HISTORIC REGISTRY and the project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, quality of construction, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. No more than Two (2) **High quality images of historical documentation or registry information** (.jpg or .pdf)
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. High quality images of historical information
14. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Kitchen Renovation

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

## Project Description/Notes

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Outdoor Living Space

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

**Entries into this category may include but not limited to:**

- Patio
- Deck
- Gazebo
- Pool House
- Sport Court, etc.

## **Required Materials:**

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## **Please Note:**

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## **Submitted by**

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## **Submitted for** (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## **Publication Information**

- Name to appear on awards and in publications:

## **General Information**

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Specialty Room

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2102. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on design, use of materials, cost/value relationship, functionality and creativity.

## Entries into this category may include but not limited to:

- Sunroom
- Media Room
- Library
- Home Office, etc.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Three (3) and no more than Six (6) High quality images depicting the before and after of the room/area (.jpg)
5. Two (2) High quality images of the before and after floor plan for the room/area (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Whole House Renovation

*Price ranges to be determined after all entries have been received.*

**Judging Criteria:** The project must have been completed between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on design, quality of construction, use of materials, cost/value relationship, innovation, functionality and creativity.

## Required Materials:

1. Submission Information
2. General Information
3. Project Description/Notes
4. No less than Six (6) and no more than Twelve (12) High quality images depicting the before and after of each of the following: (.jpg)
  - a) Front Elevation
  - b) Back Elevation
  - c) Living Room Area
  - d) Master Bedroom
  - e) Kitchen
  - f) One View of Choice
5. Two (2) High quality images of the before and after floor plan (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Project Name:
2. Project Location/City, State:
3. Date Project began:
4. Date Project was completed:
5. Project Budget:
6. Actual Cost:
7. How much square footage was remodeled/renovated:
8. How much new square footage was added:
9. Cost per Square foot:
10. List five (5) to ten (10) Exceptional Features or Amenities of the area:
11. High quality images depicting the room/area (no more than 6)
12. High quality images of the room/area floor plans
13. One (1) High quality company logo (.jpg)

**Project Description/Notes**

In 150 words or less, state:

- What is your professional approach to building or remodeling?
- Describe any unusual constraints and your creative solutions on this project.
- Why does your entry deserve this award?

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler of the Year - Grand Awards

**Note:** To be considered for this award, candidates must have entered in a minimum of One (1) Promotional Category and Two (2) Best Remodeling Categories. A cumulative score will determine the winner.

- Promotional Category
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Special Promotion
  - Web site
- Best Remodeling Categories
  - Kitchen
  - Bathroom
  - Addition
  - Historic Renovation
  - Commercial Remodel
  - Specialty Room
  - Outdoor Living Space

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Remodeling Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to remodeling/building? (200 words or less)
2. Tell how you served the home building industry, include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

## Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## **Volume Builder (50 homes or more) – Best Custom Home**

***Price ranges to be determined after all entries have been received.***

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on overall design, attention to detail, scale, balance, function, style and value. Only builders without furnished models for viewing by the general public are eligible for this award. This home should be a one of a kind home. (Lot price included.)

### **Required Materials:**

1. Submission Information
2. General Information
3. Marketing Statement
4. No less than Three (3) and no more than Six (6) High quality images depicting the following: (.jpg)
  - a) Front Elevation
  - b) Back Elevation
  - c) Living Room
  - d) Master Bedroom
  - e) Kitchen
  - f) View of Choice
5. No less than Two (2) and no more than Four (4) High quality images of the floor plan and architectural drawing of the front elevation. (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### **Please Note:**

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### **Submitted by**

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### **Submitted for** (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### **Publication Information**

- Name to appear on awards and in publications:

### **General Information**

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Sales price of home (lot price included):
6. Square footage of home (air conditioned):
7. Construction cost per square foot:
8. High quality images of the home (no more than 6)
9. High quality images of the floor plans
10. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## **Volume Builder (50 homes or more) - Best Interior Merchandising**

***Price ranges to be determined after all entries have been received.***

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on use of color, texture, interior space, furniture, accessories, window and wall treatments, and appeal to the product's specific target market in the most cost-effective manner.

### **Required Materials:**

1. Submission Information
2. General Information
3. Marketing Statement
4. No less than Three (3) and no more than Six (6) High quality images depicting the following: (.jpg)
  - a) Living Room Area
  - b) Dining Area
  - c) Master Bedroom
  - d) Kitchen
  - e) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### **Please Note:**

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### **Submitted by**

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### **Submitted for** (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### **Publication Information**

- Name to appear on awards and in publications:

### **General Information**

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Merchandising Cost per Square foot:
6. What percentage, if any, of the merchandising was recycled from another model?
7. Sales price of home (lot price included)
8. High quality images of the home (no more than 6)
9. High quality image of the floor plans
10. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Volume Builder (50 homes or more) - Best Product Design

**Price ranges to be determined after all entries have been received.**

**Judging Criteria:** The home must have been built between January 1, 2011 and May 25, 2012, is a home that has a model and more than one home will be built from this plan. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on overall design, attention to design detail, scale, balance, function, style, value and sales results. *(Lot price included.)*

### Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement
4. No less than Three (3) and no more than Six (6) High quality images depicting the following: (.jpg)
  - a) Exterior Elevation
  - b) Living Room Area
  - c) Dining Area
  - d) Master Bedroom
  - e) Kitchen
  - f) View of Choice
5. One (1) High quality image of the floor plans (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### General Information

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Sales price of home (lot price included):
6. Square footage of home (air conditioned):
7. Construction cost per square foot: High quality images of the home (no more than 6)
8. High quality image of the floor plans
9. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder of the Year (99 or less Home Volume) - Grand Award

**Note: Low Volume Builder** - For a builder who builds less than 100 homes nationwide between January 1, 2011 and December 31, 2011.

To be considered for this award, candidates must have entered in a minimum of One (1) Promotional Category **and** One (1) Best Product Category in the same price point **and** One (1) Individual Achievement Category. A cumulative score will determine the winner.

- Promotional Category
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Electronic Media
  - Special Promotion
  - Web site
  - Showroom/Sales Center
- Best Product Category
  - Custom Homes
  - Product Design
  - Interior Merchandising
- Individual Achievement Category
  - Sales Professional of the Year
  - Sales & Marketing Professional of the Year
  - Construction Professionals of the Year

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Product Category names and corresponding entry id #'s:
3. Provide the Individual Achievement Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to building? (200 words or less)
2. Tell how you served the home building industry, include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder of the Year (100 and 299 Home Volume) - Grand Award

**Note: Mid Volume Builder** - For a builder who builds between 100 and 299 homes nationwide between January 1, 2011 and December 31, 2011.

To be considered for this award, candidates must have entered in a minimum of One (1) Promotional Category **and** One (1) Best Product Category in the same price point **and** One (1) Individual Achievement Category. A cumulative score will determine the winner.

- Promotional Category
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Electronic Media
  - Special Promotion
  - Web site
  - Showroom/Sales Center
- Best Product Category
  - Custom Homes
  - Product Design
  - Interior Merchandising
- Individual Achievement Category
  - Sales Professional of the Year
  - Sales & Marketing Professional of the Year
  - Construction Professionals of the Year

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Product Category names and corresponding entry id #'s:
3. Provide the Individual Achievement Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to building? (200 words or less)
2. Tell how you served the home building industry, include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder of the Year (300 or more Home Volume) - Grand Award

**Note: High Volume Builder** - For a builder who builds 300 or more homes nationwide between January 1, 2011 and December 31, 2011.

To be considered for this award, candidates must have entered in a minimum of One (1) Promotional Category **and** One (1) Best Product Category in the same price point **and** One (1) Individual Achievement Category. A cumulative score will determine the winner.

- Promotional Category
  - Advertisement
  - Sales Brochure
  - Direct Mail Piece
  - Bill Board
  - Electronic Media
  - Special Promotion
  - Web site
  - Showroom/Sales Center
- Best Product Category
  - Custom Homes
  - Product Design
  - Interior Merchandising
- Individual Achievement Category
  - Sales Professional of the Year
  - Sales & Marketing Professional of the Year
  - Construction Professionals of the Year

A cumulative score from these categories will determine the winner.

## Required Materials:

1. Submission Information
2. General Information
3. Marketing Statement

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## General Information

1. Provide the Promotional Category names and corresponding entry id #'s:
2. Provide the Best Product Category names and corresponding entry id #'s:
3. Provide the Individual Achievement Category names and corresponding entry id #'s:

## Marketing Statements

1. What is your professional approach to building? (200 words or less)
2. Tell how you served the home building industry, include activities and involvement in local, state, and national organizations such as a HBA. (100 Words or less)
3. Tell how you serve your community? (100 words or less)

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Associate - Best Direct Mail Piece

**Judging Criteria:** The direct mail piece must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the direct mail piece (.jpg)
5. Six (6) copies of the direct mail piece
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six direct mail pieces must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each piece. Your entry number is displayed on the submitting page.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Products/Services Offered:
6. Cost per piece:
7. Number printed:
8. Number mailed:
9. Traffic generated by promotion:
10. Sales directly related to promotion:
11. High quality image of the direct mail piece:
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Associate - Best Email Message

**Judging Criteria:** The Email message must have run between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on content, visual design, use of graphics, purpose of campaign, and response rate of target audience.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the email distributed (.jpg or pdf)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Dates of Email promotion:
4. Total cost of production
5. Target Market:
6. Number emailed
7. Open Rate:
8. Response Rate:
9. Traffic generated by Email:
10. High quality images of the email
11. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Associate – Best Online Advertisement

**Judging Criteria:** The Online ad must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on creativity, content, innovation, impact, visual design, copywriting and use of the medium.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the ad submitted on line(.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Project Community:
4. Dates of Online Ad promotion:
5. Total cost of Online Ad:
6. Target Market:
7. Number of impressions:
8. Click Rate:
9. Click to Lead:
10. Lead to conversion:
11. Traffic generated by Online Ad:
12. URL where ad can be found:
13. High quality images of on line ad
14. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Associate - Best Print Ad

**Judging Criteria:** The ad must have run in a newspaper or periodical between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, layout, overall design execution, communication of the ad's objective and overall use of color (*if applicable*).

## Required Materials:

1. Submission Information
2. Promotional Information
3. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012. (*mail, fax or upload document*)
4. Marketing Statement
5. One (1) High quality image of the advertisement (.jpg)
6. One (1) Glossy proof mounted on a black matte display board and mailed to TAB Office
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this ad run:
6. Products/Services Offered:
7. Traffic generated by promotion:
8. Sales directly related to promotion:
9. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012.
10. High quality image of the advertisement:
11. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Associate - Best Sales Brochure

**Judging Criteria:** The brochure must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on best overall theme, graphic design, effective communication, value and appropriateness to the selling effort. *Entries should be product-oriented brochures used by on-site personnel in the direct selling effort.*

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the brochure (.jpg)
5. Six (6) complete copies of the original brochure (*including applicable inserts of floor plans, site plan, features, etc.*)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Products/Services Offered:
6. Cost \$ per piece:
7. Number printed:
8. High quality image of the brochure:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Associate - Best Showroom / Sales Center

**Judging Criteria:** The showroom must have been newly constructed, repurposed or fully renovated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on merchandising, overall design execution, and use of graphics, marketing materials and displays.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to Six (6) High quality images depicting the following: (.jpg)
  - a) Approach to the showroom/sales center
  - b) Exterior on-site signage
  - c) Sales office interior
  - d) Product display (*if applicable*)
  - e) Two (2) views of choice
5. Up to two (2) high quality images of the showroom/sales office floor plan (including furniture and merchandising placement) (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Target Market:
4. Products/Services offered:
5. Showroom/Sales Center square footage:
6. Merchandising cost:
7. Traffic generated by Showroom/Sales Center:
8. Sales directly related to Showroom/Sales Center:
9. Future plans for Showroom/Sales Center:
10. High quality images of the Showroom/Sales Center: (6 or less)
11. High quality images of the Showroom/Sales Center floor plan: (2 or less)
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Associate - Best Web site

**Judging Criteria:** The Web site must have been newly created or fully updated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on originality, concept, execution, overall effectiveness as it relates to the specific target market.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality company logo (.jpg)
5. One (1) High quality image of Website Home Page (.jpg)

### Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Address of Web site:
2. Project Location/City, State:
3. Target Market:
4. Products/Services Offered:
5. Date the Website was first launched:
6. Traffic generated by Web site:
7. Sales directly related to Web site:
8. If site existed prior to 2011, in 50 words or less, describe any new features or updates to site:
9. One (1) High quality company logo (.jpg)
10. One High quality image of Website Home page

### Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Direct Mail Piece

**Judging Criteria:** The direct mail piece must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the direct mail piece (.jpg)
5. Six (6) copies of the direct mail piece
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six direct mail pieces must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each piece. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. Number mailed:
9. Traffic generated by promotion:
10. Sales directly related to promotion:
11. High quality image of the direct mail piece:
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Custom Builder (less than 50 homes) - Best Email Message

**Judging Criteria:** The Email message must have run between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on content, visual design, use of graphics, purpose of campaign, and response rate of target audience.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the email distributed (.jpg or pdf)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Dates of Email promotion:
4. Total cost of production
5. Target Market:
6. Number emailed
7. Open Rate:
8. Response Rate:
9. Traffic generated by Email:
10. High quality images of the email
11. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) – Best Online Advertisement

**Judging Criteria:** The Online ad must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on creativity, content, innovation, impact, visual design, copywriting and use of the medium.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the ad submitted on line(.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Project Community:
4. Dates of Online Ad promotion:
5. Total cost of Online Ad:
6. Target Market:
7. Number of impressions:
8. Click Rate:
9. Click to Lead:
10. Lead to conversion:
11. Traffic generated by Online Ad:
12. URL where ad can be found:
13. High quality images of on line ad
14. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Custom Builder (less than 50 homes) - Best Print Ad

**Judging Criteria:** The ad must have run in a newspaper or periodical between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, layout, overall design execution, communication of the ad's objective and overall use of color (*if applicable*).

### Required Materials:

1. Submission Information
2. Promotional Information
3. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012. (*mail, fax or upload document*)
4. Marketing Statement
5. One (1) High quality image of the advertisement (.jpg)
6. One (1) Glossy proof mounted on a black matte display board and mailed to TAB Office
7. One (1) High quality company logo (.jpg)

### Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this ad run:
6. Price range of homes:
7. Traffic generated by promotion:
8. Sales directly related to promotion:
9. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012.
10. High quality image of the advertisement:
11. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Custom Builder (less than 50 homes) - Best Radio Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the radio commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs, .pdfs, .mp3 or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the radio commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Sales Brochure

**Judging Criteria:** The brochure must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on best overall theme, graphic design, effective communication, value and appropriateness to the selling effort. *Entries should be product-oriented brochures used by on-site personnel in the direct selling effort.*

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the brochure (.jpg)
5. Six (6) complete copies of the original brochure (*including applicable inserts of floor plans, site plan, features, etc.*)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. High quality image of the brochure:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Showroom / Sales Center

**Judging Criteria:** The showroom must have been newly constructed, repurposed or fully renovated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on merchandising, overall design execution, use of graphics, marketing materials and displays.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to Six (6) High quality images depicting the following: (.jpg)
  - a) Approach to the showroom/sales center
  - b) Exterior on-site signage
  - c) Sales office interior
  - d) Product display (*if applicable*)
  - e) Two (2) views of choice
5. Up to two (2) high quality images of the showroom/sales office floor plan (including furniture and merchandising placement) (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Showroom/Sales Center square footage:
6. Merchandising cost:
7. Traffic generated by Showroom/Sales Center:
8. Sales directly related to Showroom/Sales Center:
9. Future plans for Showroom/Sales Center:
10. High quality images of the Showroom/Sales Center: (6 or less)
11. High quality images of the Showroom/Sales Center floor plan: (2 or less)
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Custom Builder (less than 50 homes) - Best Special Promotion

**Judging Criteria:** Entries should be public relations promotions (e.g., grand openings, traffic builder promotions, consumer/realtor incentive programs, builder/developer promotions, building supplies promotions, etc.). Consumer entries may be single-entry or campaigns and must have been promoted in at least one public medium other than, or in addition to, direct mail and must have taken place between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on effective communication, originality, cost effectiveness and ability to meet stated marketing objectives.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. May include any or all of the following (other than, or in addition to direct mail):
  - a) Print Advertising
    - One (1) Glossy proof of each ad mounted on a black matte board (Maximum of 5 boards)
    - One (1) High Quality image of the advertisement (.jpg)
  - b) Billboard
    - One (1) High quality image of the billboard (.jpg)
  - c) Radio Commercial
    - One (1) file of the radio commercial (.mp3 or .wmv)
  - d) Television Commercial
    - One (1) file of the television commercial (.mp3 or .wmv)
  - e) Internet Media
    - E-mail Message - One (1) High Quality image of the advertisement (.jpg)
    - Social Network Marketing – URL or WEB address
    - On line Advertising - One (1) High Quality image of the advertisement (.jpg)
    - Website – URL or WEB address
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- .mp3 or .wmv files should be less than 5 megabytes in size
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page. (Maximum of 5 boards)

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

**Promotional Information (complete all that apply)**

1. Title/theme of campaign:
2. List types of marketing media used in campaign:
3. Project Location/City, State:
4. Dates Special Promotion Ran:
5. Target Market:
6. Price range of homes:
7. Total cost \$ of promotion:
8. Traffic generated by promotion:
9. Sales directly related to promotion:
10. Files of the special promotion: (.jpg) 9 or less
11. File of the special radio or television promotion: (.mp3 or .wmv) 3 or less
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Custom Builder (less than 50 homes) - Best Television Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the television commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- .mp3 or .wmv files will be used for Star Awards judging and presentation.
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the television commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Custom Builder (less than 50 homes) - Best Web site

**Judging Criteria:** The Web site must have been newly created or fully updated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on originality, concept, execution, overall effectiveness as it relates to the specific target market.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality company logo (.jpg)
5. One High quality image of Website Home page

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Address of Web site:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Date the Website was first launched:
6. Traffic generated by Web site:
7. Sales directly related to Web site:
8. If site existed prior to 2011, in 50 words or less, describe any new features or updates to site:
9. One (1) High quality company logo (.jpg)
10. One High quality image of Website Home page

### Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Billboard

**Judging Criteria:** The billboard must have been exhibited between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, readability, impact and execution.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the billboard (.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Traffic generated by promotion:
7. Sales directly related to promotion:
8. High quality image of the billboard:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

## Entrant Review and Signature Acknowledgment

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Developer - Best Direct Mail Piece

**Judging Criteria:** The direct mail piece must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the direct mail piece (.jpg)
5. Six (6) copies of the direct mail piece
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six direct mail pieces must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each piece. Your entry number is displayed on the submitting page.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. Number mailed:
9. Traffic generated by promotion:
10. Sales directly related to promotion:
11. High quality image of the direct mail piece:
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Email Message

**Judging Criteria:** The Email message must have run between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on content, visual design, use of graphics, purpose of campaign, and response rate of target audience.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the email distributed (.jpg or pdf)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Dates of Email promotion:
4. Total cost of production
5. Target Market:
6. Number emailed
7. Open Rate:
8. Response Rate:
9. Traffic generated by Email:
10. High quality images of the email
11. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer – Best Online Advertisement

**Judging Criteria:** The Online ad must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on creativity, content, innovation, impact, visual design, copywriting and use of the medium.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the ad submitted on line(.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Project Community:
4. Dates of Online Ad promotion:
5. Total cost of Online Ad:
6. Target Market:
7. Number of impressions:
8. Click Rate:
9. Click to Lead:
10. Lead to conversion:
11. Traffic generated by Online Ad:
12. URL where ad can be found:
13. High quality images of on line ad
14. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Print Ad

**Judging Criteria:** The ad must have run in a newspaper or periodical between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, layout, overall design execution, communication of the ad's objective and overall use of color (*if applicable*).

## Required Materials:

1. Submission Information
2. Promotional Information
3. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012. (*mail, fax or upload document*)
4. Marketing Statement
5. One (1) High quality image of the advertisement (.jpg)
6. One (1) Glossy proof mounted on a black matte display board and mailed to TAB Office
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this ad run:
6. Price range of homes:
7. Traffic generated by promotion:
8. Sales directly related to promotion:
9. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012.
10. High quality image of the advertisement:
11. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Developer - Best Radio Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the radio commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- .mp3 or .wmv files will be used for Star Awards judging and presentation.
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the radio commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Sales Brochure

**Judging Criteria:** The brochure must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012 **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on best overall theme, graphic design, effective communication, value and appropriateness to the selling effort. *Entries should be product-oriented brochures used by on-site personnel in the direct selling effort.*

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the brochure (.jpg)
5. Six (6) complete copies of the original brochure (*including applicable inserts of floor plans, site plan, features, etc.*)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. High quality image of the brochure:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Showroom / Sales Center

**Judging Criteria:** The showroom must have been newly constructed, repurposed or fully renovated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on merchandising, overall design execution, use of graphics, marketing materials and displays.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to Six (6) High quality images depicting the following: (.jpg)
  - a) Approach to the showroom/sales center
  - b) Exterior on-site signage
  - c) Sales office interior
  - d) Product display (*if applicable*)
  - e) Two (2) views of choice
5. Up to two (2) high quality images of the showroom/sales office floor plan (including furniture and merchandising placement) (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Showroom/Sales Center square footage:
6. Merchandising cost:
7. Traffic generated by Showroom/Sales Center:
8. Sales directly related to Showroom/Sales Center:
9. Future plans for Showroom/Sales Center:
10. High quality images of the Showroom/Sales Center: (6 or less)
11. High quality images of the Showroom/Sales Center floor plan: (2 or less)
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Developer - Best Special Promotion

**Judging Criteria:** Entries should be public relations promotions (e.g., grand openings, traffic builder promotions, consumer/realtor incentive programs, builder/developer promotions, building supplies promotions, etc.). Consumer entries may be single-entry or campaigns and must have been promoted in at least one public medium other than, or in addition to, direct mail and must have taken place between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on effective communication, originality, cost effectiveness and ability to meet stated marketing objectives.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. May include any or all of the following (other than, or in addition to direct mail):
  - a) Print Advertising
    - One (1) Glossy proof of each ad mounted on a black matte board (Maximum of 5 boards)
    - One (1) High Quality image of the advertisement (.jpg)
  - b) Billboard
    - One (1) High quality image of the billboard (.jpg)
  - c) Radio Commercial
    - One (1) file of the radio commercial (.mp3 or .wmv)
  - d) Television Commercial
    - One (1) file of the television commercial (.mp3 or .wmv)
  - e) Internet Media
    - E-mail Message - One (1) High Quality image of the advertisement (.jpg)
    - Social Network Marketing – URL or WEB address
    - On line Advertising - One (1) High Quality image of the advertisement (.jpg)
    - Website – URL or WEB address
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- .mp3 or .wmv files should be less than 5 megabytes in size
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page. (Maximum of 5 boards)

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

**Promotional Information (complete all that apply)**

1. Title/theme of campaign:
2. List types of marketing media used in campaign:
3. Project Location/City, State:
4. Dates Special Promotion Ran:
5. Target Market:
6. Price range of homes:
7. Total cost \$ of promotion:
8. Traffic generated by promotion:
9. Sales directly related to promotion:
10. Files of the special promotion: (.jpg) 9 or less
11. File of the special radio or television promotion: (.mp3 or .wmv) 3 or less
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Developer - Best Television Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the television commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the television commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

## Developer - Best Web site

**Judging Criteria:** The Web site must have been newly created or fully updated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on originality, concept, execution, overall effectiveness as it relates to the specific target market.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality company logo (.jpg)
5. One High quality image of Website Home page

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Address of Web site:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Date the Website was first launched:
6. Traffic generated by Web site:
7. Sales directly related to Web site:
8. If site existed prior to 2011, in 50 words or less, describe any new features or updates to site:
9. One (1) High quality company logo (.jpg)
10. One High quality image of Website Home page

### Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Remodeler - Best Direct Mail Piece

**Judging Criteria:** The direct mail piece must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the direct mail piece (.jpg)
5. Six (6) copies of the direct mail piece
6. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six direct mail pieces must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each piece. Your entry number is displayed on the submitting page.

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. Number mailed:
9. Traffic generated by promotion:
10. Sales directly related to promotion:
11. High quality image of the direct mail piece:
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Print Ad

**Judging Criteria:** The ad must have run in a newspaper or periodical between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, layout, overall design execution, communication of the ad's objective and overall use of color (*if applicable*).

## Required Materials:

1. Submission Information
2. Promotional Information
3. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012. (*mail, fax or upload document*)
4. Marketing Statement
5. One (1) High quality image of the advertisement (.jpg)
6. One (1) Glossy proof mounted on a black matte display board and mailed to TAB Office
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this ad run:
6. Price range of homes:
7. Traffic generated by promotion:
8. Sales directly related to promotion:
9. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012.
10. High quality image of the advertisement:
11. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Sales Brochure

**Judging Criteria:** The brochure must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on best overall theme, graphic design, effective communication, value and appropriateness to the selling effort. *Entries should be product-oriented brochures used by on-site personnel in the direct selling effort.*

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the brochure (.jpg)
5. Six (6) complete copies of the original brochure (*including applicable inserts of floor plans, site plan, features, etc.*)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. High quality image of the brochure:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Remodeler - Best Web site

**Judging Criteria:** The Web site must have been newly created or fully updated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on originality, concept, execution, overall effectiveness as it relates to the specific target market.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality company logo (.jpg)
5. One High quality image of Website Home page

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Address of Web site:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Date the Website was first launched:
6. Traffic generated by Web site:
7. Sales directly related to Web site:
8. If site existed prior to 2011, in 50 words or less, describe any new features or updates to site:
9. One (1) High quality company logo (.jpg)
10. One High quality image of Website Home page

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award
- E-mail address:

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder (50 homes or more) - Best Billboard

**Judging Criteria:** The billboard must have been exhibited between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, readability, impact and execution.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the billboard (.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Traffic generated by promotion:
7. Sales directly related to promotion:
8. High quality image of the billboard:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder (50 homes or more) - Best Direct Mail Piece

**Judging Criteria:** The direct mail piece must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the direct mail piece (.jpg)
5. Six (6) copies of the direct mail piece
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six direct mail pieces must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each piece. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. Number mailed:
9. Traffic generated by promotion:
10. Sales directly related to promotion:
11. High quality image of the direct mail piece:
12. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder - Best Email Message

**Judging Criteria:** The Email message must have run between January 1, 2011 and May 25, 2012.

**Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.**

Entries will be judged on content, visual design, use of graphics, purpose of campaign, and response rate of target audience.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the email distributed (.jpg or pdf)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Dates of Email promotion:
4. Total cost of production
5. Target Market:
6. Number emailed
7. Open Rate:
8. Response Rate:
9. Traffic generated by Email:
10. High quality images of the email
11. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder - Best Online Advertisement

**Judging Criteria:** The Online ad must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on creativity, content, innovation, impact, visual design, copywriting and use of the medium.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to (2) High quality images of the ad submitted on line(.jpg)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Name of project:
2. Project Location/City, State:
3. Project Community:
4. Dates of Online Ad promotion:
5. Total cost of Online Ad:
6. Target Market:
7. Number of impressions:
8. Click Rate:
9. Click to Lead:
10. Lead to conversion:
11. Traffic generated by Online Ad:
12. URL where ad can be found:
13. High quality images of on line ad
14. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder (50 homes or more) - Best Print Ad

**Judging Criteria:** The ad must have run in a newspaper or periodical between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on concept, copy, layout, overall design execution, communication of the ad's objective and overall use of color (*if applicable*).

## Required Materials:

1. Submission Information
2. Promotional Information
3. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012. (*mail, fax or upload document*)
4. Marketing Statement
5. One (1) High quality image of the advertisement (.jpg)
6. One (1) Glossy proof mounted on a black matte display board and mailed to TAB Office
7. One (1) High quality company logo (.jpg)

## Please Note:

- .jpgs and .pdfs files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (*complete all that apply*)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this ad run:
6. Price range of homes:
7. Traffic generated by promotion:
8. Sales directly related to promotion:
9. Dated tear sheet or written verification from the publisher confirming media insertion between January 1, 2011 and May 25, 2012
10. High quality image of the advertisement:
11. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Volume Builder (50 homes or more) - Best Radio Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the radio commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the radio commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder (50 homes or more) - Best Sales Brochure

**Judging Criteria:** The brochure must have been used in the sales and marketing effort between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on best overall theme, graphic design, effective communication, value and appropriateness to the selling effort. *Entries should be product-oriented brochures used by on-site personnel in the direct selling effort.*

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) High quality image of the brochure (.jpg)
5. Six (6) complete copies of the original brochure (*including applicable inserts of floor plans, site plan, features, etc.*)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- Six brochures must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of each brochure. Your entry number is displayed on the submitting page.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. Price range of homes:
6. Cost per piece:
7. Number printed:
8. High quality image of the brochure:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder (50 homes or more) - Best Showroom / Sales Center

**Judging Criteria:** The showroom must have been newly constructed, repurposed or fully renovated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on merchandising, overall design execution, use of graphics, marketing materials and displays.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. Up to Six (6) High quality images depicting the following: (.jpg)
  - a) Approach to the showroom/sales center
  - b) Exterior on-site signage
  - c) Sales office interior
  - d) Product display (*if applicable*)
  - e) Two (2) views of choice
5. Up to two (2) high quality images of the showroom/sales office floor plan (including furniture and merchandising placement) (.jpg or .pdf)
6. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg or .pdf files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Showroom/Sales Center square footage:
6. Merchandising cost:
7. Traffic generated by Showroom/Sales Center:
8. Sales directly related to Showroom/Sales Center:
9. Future plans for Showroom/Sales Center:
10. High quality images of the Showroom/Sales Center: (6 or less)
11. High quality images of the Showroom/Sales Center floor plan: (2 or less)
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

# Volume Builder - Best Special Promotion

**Judging Criteria:** Entries should be public relations promotions (e.g., grand openings, traffic builder promotions, consumer/realtor incentive programs, builder/developer promotions, building supplies promotions, etc.). Consumer entries may be single-entry or campaigns and must have been promoted in at least one public medium other than, or in addition to, direct mail and must have taken place between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on effective communication, originality, cost effectiveness and ability to meet stated marketing objectives.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. May include any or all of the following (other than, or in addition to direct mail):
  - a) Print Advertising
    - One (1) Glossy proof of each ad mounted on a black matte board (Maximum of 5 boards)
    - One (1) High Quality image of the advertisement (.jpg)
  - b) Billboard
    - One (1) High quality image of the billboard (.jpg)
  - c) Radio Commercial
    - One (1) file of the radio commercial (.mp3 or .wmv)
  - d) Television Commercial
    - One (1) file of the television commercial (.mp3 or .wmv)
  - e) Internet Media
    - E-mail Message - One (1) High Quality image of the advertisement (.jpg)
    - Social Network Marketing – URL or WEB address
    - On line Advertising - One (1) High Quality image of the advertisement (.jpg)
    - Website – URL or WEB address
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better.
- .mp3 or .wmv files should be less than 5 megabytes in size
- Display boards must be delivered to the TAB Office no later than 5:00 p.m. on May 25, 2012. Please place a label with the entry number on the front upper right hand corner of the item. Your entry number is displayed on the submitting page. (Maximum of 5 boards)

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

**Promotional Information (complete all that apply)**

1. Title/theme of campaign:
2. List types of marketing media used in campaign:
3. Project Location/City, State:
4. Dates Special Promotion Ran:
5. Target Market:
6. Price range of homes:
7. Total cost of promotion:
8. Traffic generated by promotion:
9. Sales directly related to promotion:
10. Files of the special promotion: (.jpg) 9 or less
11. File of the special radio or television promotion: (.mp3 or .wmv) 3 or less
12. One (1) High quality company logo (.jpg)

**Marketing Statements**

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. *(Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.)*

Yes     No

# Volume Builder (50 homes or more) - Best Television Commercial

**Judging Criteria:** The commercial must have run between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries may be any length, and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

## Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One (1) file of the television commercial (.mp3 or .wmv)
5. One (1) High quality company logo (.jpg)

## Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better
- .mp3 or .wmv files should be less than 5 megabytes in size

## Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

## Publication Information

- Name to appear on awards and in publications:

## Promotional Information (complete all that apply)

1. Project Name:
2. Project Location/City, State:
3. Length of time this entry was marketed or used between January 1, 2011 and May 25, 2012:
4. Target Market:
5. How many times between January 1, 2011 and May 25, 2012 did this entry run:
6. Price range of homes:
7. Traffic generated by promotion:
8. File of the television commercial:
9. One (1) High quality company logo (.jpg)

## Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No

## Volume Builder (50 homes or more) - Best Web site

**Judging Criteria:** The Web site must have been newly created or fully updated between January 1, 2011 and May 25, 2012. **Projects that previously received a Star Award in this category are not eligible again for consideration, but the project may enter another category, if applicable, in the 2012 Star Awards.** Entries will be judged on originality, concept, execution, overall effectiveness as it relates to the specific target market.

### Required Materials:

1. Submission Information
2. Promotional Information
3. Marketing Statement
4. One High quality image of Website Home page (.jpg)
5. One (1) High quality company logo (.jpg)

### Please Note:

- .jpg, .mp3 and/or .wmv files will be used for Star Awards judging and presentation.
- .jpg files should be less than 500 KB in size and 300dpi or better

### Submitted by

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Submitted for (if different than Submitted by)

- Contact Name:
- Company Name:
- Address, City, State, Zip:
- Phone:
- E-mail address:

### Publication Information

- Name to appear on awards and in publications:

### Promotional Information (complete all that apply)

1. Address of Web site:
2. Project Location/City, State:
3. Target Market:
4. Price range of homes:
5. Date the Website was first launched:
6. Traffic generated by Web site:
7. Sales directly related to Web site:
8. If site existed prior to 2011, in 50 words or less, describe any new features or updates to site:
9. One (1) High quality company logo (.jpg)
10. One High quality image of Website Home page

### Marketing Statements

In 150 words or less, state:

- Objectives
- Obstacles
- Why your entry deserves this award

**Entrant Review and Signature Acknowledgment**

I have reviewed this entry and confirm that this entry meets all requirements.

I acknowledge and accept that payment for entry submission in the Texas Association of Builders Star Awards is non-refundable. (*Refunds are only available if an entry is submitted to a category that does not receive a sufficient number of entries for judging consideration.*)

Yes     No