

***Best Signage Program***

***(Note: You may NOT submit for Best Signage Program if entry has won in the past 2 years)***

Name of Development/Company: \_\_\_\_\_  
*(as you would like it to appear on award)*

Price Point of Community: \_\_\_\_\_

Select One:    Production Builder        Custom Builder        Realtor

**Submit a MARKETING STATEMENT in 250 words or less describing the length of campaign, location strategy, concept, readability, purpose, impact and copy. Include data on qualified traffic generated if applicable.**

**Entry Checklist**

- \_\_\_\_\_ Marketing Statement in clear protective sheet included in entry presentation binder
- \_\_\_\_\_ Minimum of 4, maximum of 8 photos in clear protective sheets included in entry presentation binder
- \_\_\_\_\_ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- \_\_\_\_\_ Registration Sheet placed in the **front cover** of entry presentation binder
- \_\_\_\_\_ Entry Fee

**Judging Criteria**

Any sign program that can include billboards, sales office, model signs, directional signs, entrance signs, bandit signs, flags and for sale and sold signs designed to market a new home company, builder, community or master plan. Judged on concept, copy, readability, location strategy, continuity with the marketing program, impact and execution.