



2021 BILD CALGARY REGION AWARDS
* DEVELOPER AWARDS *

AWARDS NEW COMMUNITY OF THE YEAR (DV2)

Submission Guidelines

ONLINE SUBMISSION

Entry Deadline: Monday January 10, 2022 by 11:59 pm – NO EXCEPTIONS

Fee: \$225.00/entry (+GST)

PURPOSE

To recognize the developer's first opening of show homes in an Area Structure Plan as defined by the City of Calgary.

CRITERIA

- The New Community must have been launched / opened between April 1, 2020 and October 31, 2021 and not previously entered.
- The New Community must be marketed with at least one active Show Home Parade. The Show Home Parade must have at least one home open for viewing at regular business hours.
- The New Community must have a marketing campaign that includes at least three (3) of the following media types: Billboard (Indoor/Outdoor); Brochure; Direct Mail Piece; Moving Media; Audio Media; Print Ad; and Website.

NUMBER OF ENTRIES

No limitations.

SUBMISSION REQUIREMENTS

- **Company Logo**
 - **NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.**
- **Full Payment** - acceptable payment methods: Mastercard, Visa
- **One (1) photo of each Show Home Parade in the Community**
- **One (1) photo of Overall Community or Community Entrance**
- **One (1) image of Overall Community Map**
- **Current Marketing Phase Map(s)**
- **Directional Map to New Community**
- **Environmental and Sustainability Description – 150 word point form**
- **Amenities and Special Features Descriptions – 150 word point form**
- **Media Type Submissions (at least 3):**
 - **Billboard (Indoor/Outdoor) in Application – one (1)**
 - **Brochure – one (1)**
 - **Direct Mail Piece – one (1)**
 - **Moving Media – one (1)**



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- **Print Ad – one (1)**
- **Audio Media – one (1)**
- **Website – one (1) Homepage showing URL address**
- **NOTE: You may include multiple submissions in any of the above seven (7) Media Types, as long as you have submitted in a minimum of three (3). All electronic media files can be submitted on one disk.**

JUDGING PROCEDURES / DETAILS

- Judges will have an opportunity to review submitted materials on-line prior to judging.
- Incomplete entries are judged accordingly and may be disqualified due to insufficient information and materials.
- Entries will be judged according to the following criteria:
 - Community Vision and Planning Style (Is the judge able to get a vision of the community? Does it coincide with the stated architectural goals of the community?)
 - Community Amenities and Special Features (Do they related to the overall vision, and theme?)
 - Entrance (Impact, sense of arrival, entry features, entry treatment)
 - Environmental and Sustainability Features (Please refer to point form description)
 - Show Home Parade(s) (Architectural theme and landscaping. Exemplifies controls)
 - Signage and Pageantry (Design and impact.)

ACCEPTABLE IMAGE / PHOTO FORMAT (electronic)

The image quality requested is required to produce the video presentation and all marketing materials. Images must be submitted in JPEG format.

GRAND AWARD QUALIFIER

Not applicable for this award.

GENERAL CONDITIONS & INFORMATION

- Entrant must be a BILD Calgary Region Member in good standing.
- Entries submitted must apply to projects, products or services available/viewable within the BILD Calgary Region service area.
- Full payment must be accompanied with submission(s). Acceptable payment methods: Cheque (made payable to BILD Calgary Region) MasterCard, Visa. Please include all entry fees in one payment.



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- All materials submitted become the property of the BILD Calgary Region and will not be returned. Refer to our privacy policy online at <https://bildcr.com/privacy-policy/> or contact the BILD Calgary Region office to receive a hard copy.
- All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the BILD Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of MNP LLP.
- You will not be notified of missing components.