

## **2011 Synergy Awards Call for Entries**

### **ASSOCIATE CATEGORIES (\$75 entry fee)**

- 100 Best Logo
- 101 Best Print Ad
- 102 Best Company Brochure
- 103 Best Direct Mail Piece
- 104 Best Green Marketing Campaign
- 105 Best Marketing Campaign
- 106 Best Website
- 107 Best Landscaping
  - 107A Multi Family
  - 107B Single Family
  - 107C Custom
- 108 Best Use of New Media (Video, DVD)
- 109 Best Email Promotion
- 110 Best Showroom
- 111 Best Use of Social Media (Blog, Facebook etc)
- 112 Best Photograph
- 113 Best Kitchen
  - 113A Multi Family
  - 113B Single Family
  - 113C Custom
- 114 Best Bathroom
  - 114A Multi Family
  - 114B Single Family
  - 114C Custom
- 115 Best Architectural Drawing
- 116 Best Land/Engineering Plan
- 117 Best Residential Lighting Design
  - 117A Interior
  - 117B Exterior
- 118 Best Media or Multi-Use Entertainment Space
- 119 Best Special Feature Room (Billiard, Game, Wine Cellar, Library)
- 120 Most Creative Use of Tile, Marble, Stone or Brick
  - 120A Interior
  - 120B Exterior
- 121 Best Builder/Broker Program
- 122 Best Billboard
- 123 Best Special Event or Promotion

### **BUILDER CATEGORIES**

#### **Advertising & Marketing Awards (\$75 entry fee)**

- 200 Best Logo for a Community
- 201 Best Print Ad
- 202 Best Social Media Campaign

- 203 Best Brochure
  - 203A Corporate
  - 203B Community
    - 1. Multi Family/Single Family
    - 2. Custom
- 204 Best Direct Mail Piece
- 205 Best Email Campaign
- 206 Best Green Marketing Campaign
- 207 Best Marketing Campaign
- 208 Most Creative Marketing Product/Giveaway by a Builder
- 209 Best Website
  - 209A Local/Custom Builder
  - 209B Regional Builder (3 states or less)
  - 209C National Builder
  - 209D Community
- 210 Best Builder /Realtor Promotion

**Interior & Exterior Merchandising Awards (\$75 entry fee)**

- 300 Best Interior Merchandising Condo/Flat
  - 300A Under 1500 square feet
  - 300B Over 1500 square feet
- 301 Best Interior Merchandising Townhome
  - 301A Under 2500 square feet
  - 301B Over 2500 square feet
- 302 Best Interior Merchandising Single Family
  - 302A Under 2500 square feet
  - 302B 2500 – 3500 square feet
  - 302C Over 3500 square feet
- 303 Best Interior Merchandising 55+
  - 303A Under 2500 square feet
  - 303B Over 2500 square feet
- 304 Best Exterior Merchandising Condo/Flat
  - 304A Under 1500 square feet
  - 304B Over 1500 square feet
- 305 Best Exterior Merchandising Townhome
  - 305A Under 2500 square feet
  - 305B Over 2500 square feet
- 306 Best Exterior Merchandising Single Family
  - 306A Under 2500 square feet
  - 306B 2500 – 3500 square feet
  - 306C Over 3500 square feet
- 307 Best Exterior Merchandising 55+
  - 307A Under 2500 square feet
  - 307B Over 2500 square feet
- 308 Best Kitchen
  - 308A Multi-Family
  - 308B Single Family
  - 308C Custom

- 309 Best Bath
  - 309A Multi Family
  - 309B Single Family
  - 309C Custom
- 310 Best Builder Design Center
- 311 Best Community Clubhouse
  - 311A Non-Age Specific
  - 311B 55+
- 312 Best Sales Office
  - 312A Trailer
  - 312B Office
- 313 Best Vignette Home

**Remodeler Awards (\$50 entry fee)**

- 400 Best Residential Renovation
  - 400A From \$250,000 - \$500,000
  - 400B \$500,000 - \$750,000
  - 400C \$750,000+
- 401 Best Renovated Room
  - 401A Kitchen
  - 401B Bath
  - 401C Basement
  - 401D Living Room/Family Room
- 402 Best Historic Renovation

**Home of the Year Awards (\$75 entry fee)**

- 500 Condo/Flat
  - 500A Under 1500 square feet
  - 500B Over 1500 square feet
- 501 Townhome
  - 501A Under 2500 square feet
  - 501B Over 2500 square feet
- 502 Single Family
  - 502A Under 2500 square feet
  - 502B 2500 – 3500 square feet
  - 502C Over 3500 square feet
- 503 55+
  - 503A Under 2500 square feet
  - 503B Over 2500 square feet
- 504 Home of the Year
  - 504A Under \$1 million
  - 504B Over \$1 million
- 505 Best Affordable Housing
  - 505A Chester County
  - 505B Delaware County
  - 505C Montgomery County
  - 505D Bucks County

- 506 Best Green Project of the Year
  - 506A Mult-Family
  - 506B Single Family
  - 506C Remodel
- 507 Accessibility Award

**INDIVIDUAL ACHIEVEMENT AWARDS (\$50 entry fee)**

- 600 Million Dollar Club
  - 601 Bronze \$1,000,000 - \$1,999,999
  - 602 Silver \$2,000,000 - \$4,999,999
  - 603 Gold \$5,000,000 - \$9,999,999
  - 604 Platinum \$10,000,000+
- 605 Marketing Director of the Year
- 606 Corporate Sales Manager of the Year
- 607 Community Sales Manager of the Year
- 608 Sales Team of the Year
- 609 Superintendent of the Year
- 610 Project Manager of the Year
- 611 Best Selection/Option Coordinator
- 612 Rookie of the Year
- 613 Sales Associate of the Year
  - 613A Highest Sales Volume
  - 613B Highest number of units sold
- 614 Community Service Award (???)

**GRAND AWARDS (\$100 entry fee)**

- 700 Condo/Flat Community of the Year under 1500 square feet
- 701 Condo/Flat Community of the Year over 1500 square feet
- 702 Townhome Community of the Year under 2500 square feet
- 703 Townhome Community of the Year over 2500 square feet
- 704 Single Family Community of the Year under 2500 square feet
- 705 Single Family Community of the Year 2500 – 3500 square feet
- 706 Single Family Community of the Year over 3500 square feet
- 707 55+ Community of the Year under 2500 square feet
- 708 55+ Community of the Year over 2500 square feet
- 709 Custom Home of the Year under \$1 million
- 710 Custom Home of the Year over \$1 million