

Best Brochure

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

Total cost per piece to include all inserts: \$ _____

Attach One Copy of a MARKETING STATEMENT in 200 words or less describing the concept, copy, overall design execution, message and emotion communicated to the target market.

Entry Checklist

- _____ Marketing Statement
- _____ One original brochure including all inserts of floor plans, site plan, features, and pricing.
- _____ One Copy of this Category **Entry Form** placed in the **front cover** of the binder
- _____ One **Registration Sheet** as the **first page** of the entry presentation binder
- _____ Entry Fee

Judging Criteria

Any printed collateral advertising or promotion of a new home community, builder, company or master planned development. Judged on concept, copy, overall design execution, message, and identity conveyed to the target market.