

Best Signage Program

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

Price Point of Community: _____

Attach One Copy of 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
- _____ A minimum of 4 and a maximum of eight color photos in protective sheets
- _____ 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 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.