

## ***Community of the Year***

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

Target Market for Development: \_\_\_\_\_

Price Range of Homes: \$\_\_\_\_\_ to \$\_\_\_\_\_

Square Footage Range: \_\_\_\_\_ to \_\_\_\_\_

Number of Lots and/or new homes available at beginning of 2011: \_\_\_\_\_

Date the Development opened for sale: \_\_\_\_\_

Number of Units closed to date: \_\_\_\_\_

Project Size (in acres): \_\_\_\_\_

Total Marketing Budget for 2011: \_\_\_\_\_

**Attach One Copy of a MARKETING STATEMENT (100-500 words, typed)  
Cover all Items in the Judging Criteria.**

### **Entry Checklist**

- \_\_\_\_\_ Marketing Statement
- \_\_\_\_\_ Minimum of four and a Maximum of eight color photos in clear protective sheets
- \_\_\_\_\_ Copy of the Site Plan
- \_\_\_\_\_ One original of any marketing/promotional materials
- \_\_\_\_\_ 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**

Presented to the community of planned development exemplifying a coordinated sales and marketing effort to the Greater Savannah area. Judged on implementation and creativity of marketing plan, cost and continuity of all marketing to include graphics, advertising, sales offices, merchandising, signage, product design, and overall sales success.