

## ***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.