

Best Signage Program

(Note: You may NOT submit for Best Signage Program if entry has won in the past 2 years)

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

Price Point of Community: _____

Select One: Production Builder Custom Builder Realtor

Submit 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 in clear protective sheet included in entry presentation binder
- _____ Minimum of 4, maximum of 8 photos in clear protective sheets included in entry presentation binder
- _____ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- _____ Registration Sheet placed in the **front cover** of 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.