

# 2024 SAND DOLLAR AWARDS REGISTRATION GUIDE

## Getting Started

Carefully review this document to see if you qualify to enter.

Review Eligibility information

You must complete the "Registration/Payment Form" and submit it to CBIA by the deadline.

Once the Registration/Payment form is received, CBIA will share username & password information.

## Index

State of Purpose

Eligibility Requirements

Deadlines & Important Dates

Fees Structure & Refunds

Categories Information

Award Guidelines

Judging Information

Login & Submission Information

Categories 1-51 Overview

This guide is an overview and information guide for the Sand Dollar registration process.

Upon registering, additional information for each entry is required to be submitted electronically.

## 2024 Sand Dollar Title Sponsor



## STATEMENT OF PURPOSE:

The Sand Dollar Awards are presented each year to member builders, developers, architects, remodelers, interior design firms, landscape architects, trades and marketing, sales, and advertising professionals who have demonstrated building, design and marketing excellence in Collier and Lee Counties.

The coveted Sand Dollar Award is the highest accolade given by the Collier Building Industry Association (CBIA) Sales and Marketing Council (SMC) annually.

## ELIGIBILITY REQUIREMENTS:

- You must be a current CBIA member.
- Entrants must sign the 2024 Registration/Payment form by entry due dates.
- All projects (1-51) must be located within Collier County or South of Alico Road in Lee County (no exceptions).
- Eligibility dates: Projects must be completed between May 1, 2023, and April 30, 2024 (applies to all categories except 50).
- Eligibility Exclusion: Previous-year winning entries cannot be submitted in the same category, except in categories 19-Best Showroom and 46-50.
- Licensing: The company entering must hold the required state or county license within the specific category(ies) for which they apply.
- The maximum number of entries cannot exceed 35 from an individual member company.
- All entry information is submitted electronically using a CBIA-designated website.

## DEADLINES & IMPORTANT DATES:

- Registration is open March 15 – May 10, 2024.
- Early registration deadline: The registration/payment form, including fees, must be received between March 15 – May 03, 2024. Completed entry(ies) information must be uploaded by June 07, 2024.
- Late registration deadline: The registration/payment form, including fees, must be received between May 04 – May 10, 2024. Completed entry(ies) information must be uploaded by June 07, 2024.
- The bulk entry price applies to **early registration only**. The registration/payment form, including fees, must be received between March 15 – May 03, 2024. Completed entry(ies) information must be uploaded by June 07, 2024.

- If entry information is not uploaded by midnight, Friday, June 07, 2024, it will be considered disqualified, and no refunds will be provided.
- Workshop: April 24, at CBIA Office, 9:00-11:00 a.m. Reservation required to: [Awards@cbia.net](mailto:Awards@cbia.net)  
This workshop will cover how to submit your entries properly and give you a look at the back end of the portal.
- Sand Dollar Sponsorship Opportunities: Due by August 02, 2024.
- Virtual Judging: July 29 – August 02, 2024.
- Sand Dollar Awards Gala: Saturday, September 28, 2024, at The Ritz-Carlton, Naples (Beach Resort).

## FEES STRUCTURE/REFUNDS:

- Early registration fee - Categories 1-51: \$250 per entry (due by May 03, 2024).
- Entry Bulk Price applies to the Early registration date ONLY – March 15 – May 03, 2024:  
(11-15 entries): \$2,750 | (16-20 entries): \$3,750 | (21-25 entries): \$4,750 | (26-35 maximum entries): \$5,750
- Late registration fee - Categories 1-51: \$350 per entry (due by May 10, 2024).
- Marketing Awards Categories 30-45, 50: Marketing Award entries require that the submitting company have a current CBIA Sales & Marketing Council membership.
- Sales Awards Categories 46-49: Sales Award entries require the individual entering to have a current CBIA Sales & Marketing Council membership.
- Sales & Marketing Council membership dues are \$100 per individual/year.
- No refunds or exchanges past June 07, 2024.
- No refunds for disqualified entries.

## CATEGORIES INFORMATION:

- There are 51 categories available, including:  
Product Design Awards: 1-15 | Interior Design Awards: 16-21 | Remodeling Awards: 22-24  
Commercial Awards: 25-29 | Marketing Awards: 30-45 | Sales Awards: 46-51
- Once you receive your login information, you can see all additional questions and requirements for each entry.  
You must review each category for specific or additional requirements.
- Review the Judging criteria to see if you meet the entry requirement.
- Review your home/project style to see if you meet the entry requirement.
- Review the subcategory to see if you meet the entry requirement.
- Review the pricing category, if applicable.

## JUDGING INFORMATION:

- You can only enter categories for which you hold the required county or state license.
- Virtual Judging will take place for all categories from July 29-August 02, 2024.
- Judging will be done paperless - all supporting entry information is shared with the Judges.
- Incomplete entries are not judged, and no refunds will be provided.
- Each entry is judged on its merit by highly qualified impartial judges outside Collier and Lee Counties.
- A point scoring method will be used based on a scale of 1-5 points.
- Entries must receive at least 75% of the total points possible to be eligible for an award, and all scores are kept confidential.
- Judges do not have your contact information during Judging.
- The Judge's decisions are final; they have the discretion to disqualify any entry that does not supply required materials and/or does not meet the specified judging criteria requested.

## LOGIN & SUBMISSION INFORMATION:

- Login information is provided by CBIA staff once the registration/payment form is received. .
- Gather entry submittal materials and have them handy as you log in to the submission area.
- Once ready, go to the "Submission tab" and enter your login information provided by CBIA staff.
- Go to Dashboard to start entering your entry(ies) information.
- Click on the corresponding bar area (blue sections) to enter. Click the + sign in each section to see various categories available and close the tab.
- Upon entering your entry(ies), information will show up in the "YOUR Award Entries" section at the bottom of the Dashboard. Depending on your screen resolution, it often requires you to scroll down.
- You must submit photos 1920x1080px at 96dpi or larger. The main Photo (#1) must be horizontal view only, NOT Vertical, 5MB max size, jpeg or jpg format only. The number of photos required will depend on the submission.
- Unbranded company photos only. It is allowed for categories 30-45, 50.
- Virtual tour/video upload if available. Unbranded company videos only. It is allowed for categories 30-45, 50

- You must submit a floor plan (blueprints for commercial entries-where applicable) and a community map (if available), 8.5" x11", jpeg, jpg or pdf, 5MB max size. Collate into 1 document floor plans/blueprints for 2-story homes or commercial projects. Unbranded company documents only. It is allowed for categories 30-45 and 50.
- When photos/floor plans/blueprints/community map exceeds the maximum size allowed (5MB), your entry may not "save," and information may be LOST. If unsure of the size, add other information on the entry before adding the picture(s) or floor plan/blueprint and hit save. Then go back and add the pictures and floorplan/blueprint (if applicable).
- Marketing Statements are required for each entry (unless otherwise specified). The statement addresses the judging criteria, target market, any unusual constraints or opportunities the project presented, how the marketing/project objectives were met, as well as any unique and outstanding features of the entry. Do not include your company name – except in categories 30-45 & 50.
- Only enter the total of entries committed in the Registration/Payment form. If you need to add or remove an entry, contact the CBIA staff.
- Each entry will have a more specific set of questions that must be provided (if applicable). Examples of questions include; project name, square footage (under air/ total), base and retail price, construction cost, interior design budget, what is included in the project, and other related items.
- You can use "SAVE THIS ENTRY" (Green box) to save your work until you are ready to submit the entry. If you check "Yes, I am ready to submit this entry," it is submitted to CBIA staff, and your entry can no longer be changed or modified.
- Publishing Rights of Materials: By entering the Sand Dollar Awards, you give CBIA the rights to publish and/or reproduce winning entries in any CBIA, FHBA, or NAHB publications and/or products, and permission granted for projects to be published or reproduced in any trade or consumer publication. All winning entries are showcased at [www.SandDollarAward.com](http://www.SandDollarAward.com).
- The maximum number of characters allowed for the award: See the "AWARDS GUIDELINE" picture below:

# AWARD GUIDELINES

TO KEEP THE AWARDS CONSISTENT WE ASK THAT YOU PLEASE KEEP YOUR VERBIAGE WITHIN THE GUIDELINES

Company Name: 29 letters & spaces per line

Project Name: 36 letters & spaces per line

Category (Created By CBIA): 43 letters & spaces per line



# CATEGORIES 1-51 OVERVIEW

## PRODUCT DESIGN AWARDS

- 1: Product Design of the Year - Single-Family Homes
- 2: Product Design of the Year - Multi-Family Homes
- 3: Best Green Home
- 4: Best Smart Home
- 5: Best Landscape Design
- 6: Best Outdoor Living Area
- 7: Best Pool Design
- 8: Best Media Room/Custom Home Theater
- 9: Best Closet/Organizational System Design
- 10: Best Flooring
- 11: Best Master Suite
- 12: Best Kitchen Design
- 13: Best Specialty Feature
- 14: Best Clubhouse - Exterior and/or Interior
- 15 Best Sales Center

## INTERIOR DESIGN AWARDS

- 16: Interior Design of the Year - Single-Family Homes
- 17: Interior Design of the Year - Multi-Family Homes
- 18: Interior Design of the Year - Clubhouse
- 19: Interior Design of the Year - Best Showroom
- 20: Interior Design of the Year - Commercial
- 21: Interior Design of the Year - Remodel

## REMODELING AWARDS

- 22: Whole House Remodel
- 23: Additions
- 24: Space Renovation

## COMMERCIAL AWARDS

(Category subdivided by price once entries are received)

- 25: Best Office/Commercial Park
- 26: Best Office/Commercial Project
- 27: Best Healthcare Facility
- 28: Best Public Facility:  
(i.e., Church, Fire Station, Governmental Office, School,
- 29: Best Commercial Remodel

## MARKETING AWARDS

- 30: Best Logo
- 31: Best Brochure (Print or Electronic)
- 32: Best Newsletter (Print or Electronic)
- 33: Best Newspaper Ad
- 34: Best Newspaper Insert
- 35: Best Magazine Ad
- 36: Best Magazine
- 37: Best TV Commercial
- 38: Best Radio Commercial
- 39: Best Video Presentation (2+min)
- 40: Best Direct Mail
- 41: Best Website
- 42: Best E-Marketing Campaign
- 43: Best Special Event
- 44: Best Social Media Marketing
- 45: Best Overall Campaign

## SALES AWARDS

- 46: Sales Person of the Year
- 47: Sales Person of the Year - Based on Volume:  
(10+ Million Dollar Circle)
- 48: Sales Manager of the Year
- 49: Marketing Director of the Year
- 50: Community of the Year
- 51: Professional/Trade Associate Award  
(i.e., Architects, Engineer, Plumber, Roofing)

## PRODUCT DESIGN AWARDS: CATEGORIES 1-15:

### USE TO DETERMINE PRICING CATEGORY TO ENTER (1-4):

Home entered based on the retail sales price.

**Under \$1,000,000**

<b>\$1,000,001 - \$2,000,000</b>	<b>\$7,000,001 - \$9,000,000</b>
<b>\$2,000,001 - \$3,000,000</b>	<b>\$9,000,001 - \$11,000,000</b>
<b>\$3,000,001 - \$4,000,000</b>	<b>\$11,000,001 - \$16,000,000</b>
<b>\$4,000,001 - \$5,000,000</b>	<b>\$16,000,001 - \$21,000,000*</b>
<b>\$5,000,001 - \$7,000,000</b>	

\*Additional pricing categories in increments of \$5 million over \$21,000,001.

**Retail Sales Price:** Price thresholds reflect the listed sales of the price of the home, including all options and upgrades, lot, furnishings & designer accessories (if applicable).

**Photo requirements:** 1-6 mandatory (#1 Front elevation – horizontal view only), entryway/living area, kitchen, master bedroom, master bath, and outdoor living area | 7-10 optional

### **CATEGORY 1: PRODUCT DESIGN OF THE YEAR – SINGLE-FAMILY HOMES**

**JUDGING CRITERIA:** Overall exterior and interior architecture, design appeal, function, creative use of space and integration of plan design. **NEW CONSTRUCTION ONLY.**

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Architect ▪ Builder

Single Family Dwelling refers to any ground-level unit not attached

### **CATEGORY 2: PRODUCT DESIGN OF THE YEAR – MULTI-FAMILY HOMES**

**JUDGING CRITERIA:** Overall exterior and interior architecture, design appeal, function, and creative use of space and integration of plan design. **NEW CONSTRUCTION ONLY.**

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Architect ▪ Builder

Multi Family Dwelling refers to any unit attached to other units.

### **CATEGORY 3: BEST GREEN HOME**

**JUDGING CRITERIA:** Use of reclaimed/recycled materials and renewable products. Maximizing energy, water efficiency, "green" techniques, and the creation of healthy indoor air quality.

**ADDITIONAL REQUIREMENT:** Must show that the home is certified by one of these agencies (NAHB, FGBC or LEED).

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Architect ▪ Builder

### **CATEGORY 4: BEST SMART HOME**

**JUDGING CRITERIA:** The use of technology to maximize energy efficiency, safety, and quality of life. Creating a simple user experience to automate, control and integrate major home systems such as audio-video, HVAC, security, lighting, pool systems, CCTV cameras, window treatments, doors, and gates.

**ADDITIONAL REQUIREMENTS:**

**Marketing statement:** Must include primary features describing how major home systems are automated and integrated to work together to achieve Smart Home objectives. Do not include your company name in the description.

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Architect ▪ Associate ▪ Builder/Remodeler

## PRODUCT DESIGN AWARDS: CATEGORIES 5-12:

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (5-12):**

Home entered based on the retail sales price.

Under \$1,000,000

\$1,000,001 - \$2,000,000      \$7,000,001 - \$9,000,000

\$2,000,001 - \$3,000,000      \$9,000,001 - \$11,000,000

\$3,000,001 - \$4,000,000      \$11,000,001 - \$16,000,000

\$4,000,001 - \$5,000,000      \$16,000,001 - \$21,000,000\*

\$5,000,001 - \$7,000,000

\*Additional pricing categories in increments of \$5 million over \$21,000,001.

**Retail Sales Price:** Price thresholds reflect the listed sales of the price of the home, including all options and upgrades, lot, furnishings & designer accessories (if applicable).

**Photo requirements:** 1-4 mandatory (#1 Front elevation – horizontal view only) | 5-6 optional.

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (5-12):**

Commercial Project entered based on project cost.

Under \$250,000      \$750,000 - \$1,000,000

\$250,001 - \$500,000      Over \$1,000,000\*

\$500,001 - \$750,000

\*(May be broken down further based on entries received).

## CATEGORY 5: BEST LANDSCAPE DESIGN

**JUDGING CRITERIA:** Quality of design and execution. Use of creative or unusual plants/materials. Environmental sensitivity and sustainability and demonstration of design value as it relates to the price point.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

## CATEGORY 6: BEST OUTDOOR LIVING AREA

**JUDGING CRITERIA:** Livability of outdoor living area, special features, overall design, and floor plan function.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

## CATEGORY 7: BEST POOL DESIGN

**JUDGING CRITERIA:** Quality of design and execution and design context of special features. Environmental sensitivity, sustainability, and demonstration of design value as it relates to the price point.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

## CATEGORY 8: BEST MEDIA ROOM/CUSTOM HOME THEATER

**JUDGING CRITERIA:** Overall design, creativity, floor plan function, innovation, accessibility, appropriateness, and effectiveness of the interior and equipment.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

## CATEGORY 9: BEST CLOSET/ORGANIZATIONAL SYSTEM DESIGN

**JUDGING CRITERIA:** Quality of design and execution; ease of use and functionality, unique & creative features, maximizing space and creativity.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

## CATEGORY 10: BEST FLOORING

**JUDGING CRITERIA:** Overall architectural design/creativity, floor plan function, unique and creative features.

**STYLE OF HOME/PROJECT:** Commercial ▪ Residential

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer



## CATEGORY 16: INTERIOR DESIGN OF THE YEAR - SINGLE-FAMILY HOMES

**JUDGING CRITERIA:** Overall appearance/impact, livability, quality, character, appropriateness, effectiveness of the interior design, and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor living area, window, and wall treatments (if applicable).

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

Single Family Dwelling refers to any ground-level unit not attached.

## CATEGORY 17: INTERIOR DESIGN OF THE YEAR - MULTI-FAMILY HOMES

**JUDGING CRITERIA:** Overall appearance/impact, livability, quality, character, appropriateness, the effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor living area, window, and wall treatments (if applicable).

**STYLE OF HOME:** Model Home ▪ Private Residence

**SUBCATEGORY:** Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

Multi Family Dwelling refers to any unit attached to other units.

## CATEGORY 18: INTERIOR DESIGN OF THE YEAR - BEST CLUBHOUSE

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (18):**

(Enter by Interior Design Budget)

**Under \$500,000**

**\$500,001 - \$1,000,000**

**Over \$1,000,000\***

\*(May be broken down further based on entries received).

**JUDGING CRITERIA:** Overall appearance/impact, quality, character, appropriateness and effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, window, and wall treatments (if applicable).

**SUBCATEGORY:** Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

Retail Sales Price: Price thresholds reflect the listed sales of the price of the home, including all options and upgrades, lot, furnishings & designer accessories (if applicable).

Photo requirements: 1-6 mandatory (#1 Main Photo - horizontal view only), main dining area, other dining area, bar area, room, other rooms | 7-10 optional.

## CATEGORY 19: INTERIOR DESIGN OF THE YEAR - BEST SHOWROOM

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (19):**

**Under 5,000sqft**

**25,001 - 50,000sqft**

**15,001 - 25,000sqft**

**Over 50,001sqft\***

\*(Additional categories created once all entries are received.)

**SUBCATEGORY:** Associate ▪ Builder/Remodeler ▪ Developer/Community ▪ Interior Designer

**JUDGING CRITERIA:** Overall appearance/impact, quality, character, appropriateness, the effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, window, and wall treatments (if applicable).

Photo requirements: 1-6 mandatory (#1 Main photo of the Showroom – horizontal view only) | 7-10 optional.

## CATEGORY 20: INTERIOR DESIGN OF THE YEAR - COMMERCIAL

### USE TO DETERMINE PRICING CATEGORY TO ENTER (20):

(Enter by Interior Design Budget)

Under \$250,000

\$250,001 - \$500,000      \$1,000,001 - \$2,000,000

\$500,001 - \$750,000      \$2,000,001 - \$3,000,000

\$750,001 - \$1,000,000      \$3,000,001 - \$4,000,000\*

\*(Additional categories created once all entries are received.)

**JUDGING CRITERIA:** Overall appearance/impact, livability, quality, character, appropriateness, the effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor, living area, window, and wall treatments.

**SUBCATEGORY:** Builder/Remodeler ▪ Interior Designer

Photo requirements: 1-6 mandatory (#1 Main Photo - horizontal view only) | 7-10 optional.

## CATEGORY 21: INTERIOR DESIGN OF THE YEAR - REMODEL

### USE TO DETERMINE PRICING CATEGORY TO ENTER (21):

(Enter by Interior Design Budget)

Under \$100,000      \$600,001 - \$800,000

\$100,001 - \$250,000      \$800,001 - \$1,000,000

\$250,001 - \$400,000      Over \$1,000,000\*

\$400,001 - \$600,000

\*(Additional categories created once all entries are received.)

**JUDGING CRITERIA:** Overall appearance/impact, livability, quality, character, appropriateness, the effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor, living area, window, and wall treatments.

**STYLE OF HOME/PROJECT:** Model Home ▪ Private Residence ▪ Commercial

**SUBCATEGORY:** Builder/Remodeler ▪ Interior Designer

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

## REMODELING AWARDS CATEGORIES 22-24:

### USE TO DETERMINE PRICING CATEGORY TO ENTER (22-24):

(Enter by Remodeling Budget)

Under \$100,000      \$600,001 - \$800,000

\$100,001 - \$250,000      \$800,001 - \$1,000,000

\$250,001 - \$400,000      Over \$1,000,000\*

\$400,001 - \$600,000

\*(Additional categories created once all entries are received.)

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

## CATEGORY 22: WHOLE HOUSE REMODEL

**JUDGING CRITERIA:** Renovations should have encompassed more than 50% of the house and may include additions.

Entries will be judged on overall architectural design and floor plan function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

Photo requirements: 1-6 before | 7-12 after (#7 Main photo - horizontal view only) mandatory.

## CATEGORY 23: ADDITIONS

**JUDGING CRITERIA:** The project should be an addition of a room or rooms to an existing structure. Entries will be judged on overall architectural design and floor plan function. Residential ONLY. **Note: It cannot be the same home entered in the Whole House Remodel.**

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

Photo requirements: 1-5 before | 6-10 after (#6 Main photo - horizontal view only) mandatory.

## CATEGORY 24: SPACE RENOVATION

**JUDGING CRITERIA:** General remodeling and update and/or change in footprint (cannot be an addition) less than 50% of the whole house. Entries will be judged on overall architectural design and floor plan function. **Note:** It cannot be the same home entered in the Whole House Remodel.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

Photo requirements: 1-5 before | 6-10 after (#6 Main photo - horizontal view only) mandatory.

## COMMERCIAL AWARDS CATEGORIES 25-29:

### USE TO DETERMINE PRICING CATEGORY TO ENTER (25-29):

**Under \$1,000,000**      **\$3,000,001 - \$5,000,000**

**\$1,000,001 - \$3,000,000**      **Over \$5,000,000\***

\*(May be further divided based upon the scope of the work/project once entries are received).

Photo requirements: 1-6 mandatory | 7-10 optional (#1 Front elevation - horizontal view only).

## CATEGORY 25: BEST OFFICE/COMMERCIAL PARK

**JUDGING CRITERIA:** Quality in construction, overall curb appeal, architectural design, landscape design, and space planning/function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

## CATEGORY 26: BEST OFFICE/COMMERCIAL PROJECT

**JUDGING CRITERIA:** Quality in construction, overall curb appeal, architectural design, landscape design, and space planning/function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

## CATEGORY 27: BEST HEALTHCARE FACILITY

**JUDGING CRITERIA:** Quality in construction, overall curb appeal, architectural design, landscape design, and space planning/function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

## CATEGORY 28: BEST PUBLIC FACILITY

**(i.e., Church, Fire Station, Governmental Office, School, Synagogue)**

**JUDGING CRITERIA:** Quality in construction, overall curb appeal, architectural design, landscape design, and space planning/function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

## CATEGORY 29: BEST COMMERCIAL REMODEL

**JUDGING CRITERIA:** Quality in construction, overall curb appeal, architectural design, landscape design and space planning/function.

**SUBCATEGORY:** Architect ▪ Builder/Remodeler

Photo requirements: 1-5 before | 6-10 after (#1 "after" front elevation – horizontal view only) mandatory.

## MARKETING AWARDS CATEGORIES 30-45:

Marketing Award entries require that the submitting company have a current CBIA Sales & Marketing Council membership. Sales & Marketing Council membership dues are \$75 per individual/year.

## CATEGORY 30: BEST LOGO

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements 30-36: 1-3 Images (#1 Main image - horizontal view only).

## CATEGORY 31: BEST BROCHURE (PRINT OR ELECTRONIC)

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

## **CATEGORY 32: BEST NEWSLETTER (PRINT OR ELECTRONIC)**

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

## **CATEGORY 33: BEST NEWSPAPER AD**

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

## **CATEGORY 34: BEST NEWSPAPER INSERT**

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

## **CATEGORY 35: BEST MAGAZINE AD**

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

## **CATEGORY 36: BEST MAGAZINE**

**JUDGING CRITERIA:** Graphics, concept, copy, layout, overall design and theme implementation, and information delivery to the target market.

**SUBCATEGORY:** Agency ▪ Associate

## **CATEGORY 37: BEST TV COMMERCIAL**

**JUDGING CRITERIA:** Originality, concept, execution, layout, and overall presentation related to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Commercial link mandatory.

## **CATEGORY 38: BEST RADIO COMMERCIAL**

**JUDGING CRITERIA:** Originality, concept, execution, layout, and overall presentation related to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Audio link mandatory.

## **CATEGORY 39: BEST VIDEO PRESENTATION (2+MIN)**

**JUDGING CRITERIA:** Originality, concept, execution, layout, and overall presentation related to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Video link mandatory.

## **CATEGORY 40: BEST DIRECT MAIL**

**JUDGING CRITERIA:** Originality, concept, execution, layout, and overall presentation related to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-3 mandatory (#1 front elevation – horizontal view only).

## **CATEGORY 41: BEST WEBSITE**

**JUDGING CRITERIA:** To be judged on the quality of design, the ease of obtaining information, site functionality, and the organization of information while maintaining the continuity of the marketing program.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | Website link mandatory.

## **CATEGORY 42: BEST E-MARKETING CAMPAIGN**

**JUDGING CRITERIA:** Development, concept, copy, layout, creativity, design, and response related to the target market.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1 main image mandatory (horizontal view only) | URL link, mandatory.

## CATEGORY 43: BEST SPECIAL EVENT

**JUDGING CRITERIA:** Development, creativity, cost, and overall effectiveness of the special promotion. Design, creativity, and success of materials produced in support of the event.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-4 mandatory (#1 Main image - horizontal view only), invitation, materials related to event | 5-10 optional.

## CATEGORY 44: BEST SOCIAL MEDIA MARKETING

**JUDGING CRITERIA:** Development, creativity, design, and response.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-3 mandatory (#1 Main image - horizontal view only) | Marketing link mandatory.

## CATEGORY 45: BEST OVERALL CAMPAIGN

**JUDGING CRITERIA:** Definition of marketing objectives, concept, copy, layout, and thematic relationship among advertising materials, execution of creative strategy, continuity of campaign, use, and coordination of media and qualified traffic generated from the campaign.

**SUBCATEGORY:** Agency ▪ Associate ▪ Builder/Remodeler ▪ Developer/Community

Image requirements: 1-4 mandatory (#1 Main image - horizontal view only) | 5-10 optional.

## SALES AWARDS CATEGORIES: 46-51

Sales Awards Categories 46-49, 51: Sales Award entries require the individual entering to have a current CBIA Sales & Marketing Council membership.

Sales & Marketing Council membership dues are \$100 per individual/year.

## CATEGORY 46: SALES PERSON OF THE YEAR

**QUALIFICATION DATES:** **May 01, 2023 – April 30, 2024**

The winner will be chosen by the total number of units sold: only 1 winner, the top unit producer.

**SUBCATEGORY:** Builder/Remodeler ▪ Developer/Community

Sales/Closing Report Upload – Proof of total number of units sold.

An integral sales/closing report dated during qualification dates is required with each entry form signed by the builder/broker or comptroller.

Photo requirements: Mandatory Headshot (high resolution).

## CATEGORY 47: SALES PERSON OF THE YEAR - BASED ON VOLUME (10+ Million Dollar Circle)

**QUALIFICATION DATES:** **May 01, 2023 – April 30, 2024**

Only the top producer recognized with a Sand Dollar Award.

Must have proof of sales volume and units (closed sales) with a minimum sales volume of \$10 million to enter.

An integral sales/closing report dated during qualification dates is required, with each entry form signed by the builder/broker or comptroller. **\*MUST HAVE REAL STATE AGENT LICENSE\***

Photo requirements: Mandatory Headshot (high resolution).

## CATEGORY 48: SALES MANAGER OF THE YEAR

**QUALIFICATION DATES:** **May 01, 2023 – April 30, 2024**

**JUDGING CRITERIA:** Judged on how well the candidate recruits and oversees staff, develops and teaches ongoing sales training programs for staff, formulates unique selling programs, contributes personally to the industry and has been employed for at least six months in the Sales Manager position.

**SUBCATEGORY:** Builder/Remodeler ▪ Developer/Community

Photo requirements: Mandatory Headshot (high resolution).

## **MARKETING STATEMENT TO INCLUDE:**

(Entries without a marketing statement will be disqualified – a minimum of 350 words is suggested)

- Include judging criteria topics.
- Share any achievements, performance, and accomplishments.
- Professional affiliations, certifications or honors received.
- Unique sales programs implemented.
- List any professional affiliations, certifications, or honors received and the entrant's community, civic and industry involvement.

## **CATEGORY 49: MARKETING DIRECTOR OF THE YEAR**

**QUALIFICATION DATES: May 01, 2023 – April 30, 2024**

**JUDGING CRITERIA:** Judged on professionalism in developing marketing plans, implementing objectives, formulating unique marketing programs, and personal contribution to the industry. This category is open to individuals directly responsible for marketing and promoting their company (including suppliers, builder members, and interior design companies).

**SUBCATEGORY:** Associate/Agency • Builder/Remodeler • Developer/Community

Photo requirements: Mandatory Headshot (high resolution).

## **MARKETING STATEMENT TO INCLUDE:**

(Entries without a marketing statement will be disqualified – maximum 2500 words suggested)

Include judging criteria topics.

- Share any achievements, performance, and accomplishments.
- List any professional affiliations, certifications, or honors received and the entrant's community, civic, and industry involvement.
- Unique marketing programs implemented and a description of how the marketing program helped promote the company's image.

## **CATEGORY 50: COMMUNITY OF THE YEAR**

**JUDGING CRITERIA:** Entries are judged on the design quality for the overall amenity package, recreation provided (including clubhouse, golf, tennis facilities, pool areas, and outdoor use amenities (such as paths, gazebos, sculptures, etc.) that add to the quality of the community. No exclusion on entering this category for multiple years.

**Past winners and entrants are eligible to enter this category.**

**Community of the Year, based on average home price within the community – Collier & Lee County:**

Under \$500,000

\$500,001 - \$1,000,000

Over \$1,000,000

Photo requirements: Up to 10 images can be submitted (#1 Main Photo – horizontal view only).

## **CATEGORY 51: PROFESSIONAL/TRADE ASSOCIATE AWARD**

**Those recognized and entered into this category must be CBIA members.**

**QUALIFICATION DATES: May 01, 2023 – April 30, 2024**

Anyone who wins a Sand Dollar award can recognize a Professional/Trade Associate who contributed to their overall success. The Professional/Trade Associate is also recognized and presented with an award.

**These trades include:**

Example: architect, engineer, cabinetry, millwork and stairs, electrician, & flooring.

Sand Dollar Entry Questions: Majlinda, awards@cbia.net, (239) 436-6100.

Updated: 03/14/2024.