BUZZ AWARDS

RECOGNIZING MARKETING + DESIGN EXCELLENCE IN THE REMODELING INDUSTRY

CALLING ALL REMODELERS
Enter your marketing & select design projects

COMPETE IN 20+ CATEGORIES
Awards for Remodelers & Professional Trade Suppliers

VENDORS AND SUPPLIERS
Enter your showroom & marketing efforts
The BUZZ Awards competition seeks to recognize and showcase the marketing and design achievements of our members.

With more than 20 categories to choose from (like "Best Print Ad" and "Best Showroom"), we encourage all NARI San Antonio members, regardless of tenure, to enter their projects for judging.

Follow the tips and guidelines in this document to ensure that all entries are given full consideration by our judging panel.

Now accepting submissions.
1. Visit remodelsanantonio.org to complete the BUZZ Award request form with your payment by 4pm on November 1, 2019.

2. Members in good standing are eligible to enter their marketing and design projects completed between December 1, 2017, and September 1, 2019. Each entry carries a $100 entry fee. All fees are nonrefundable, nontransferable, and cannot be carried over to subsequent years.

3. For each entry, you will need:
   - 1-inch clear-view, 3-ring white binder
   - Clear plastic sleeves/sheet protectors for all pages and materials of entry
   - USB stick or disc for digital copies of materials

4. Build and hand-deliver your entries to Angela at 2430 Freedom Dr, San Antonio, TX 78217, by 4pm on November 8, 2019.
1. For each entry, slide the first page of this document into the front cover of the clear view binder.

2. The first plastic sleeve in the entry is for the Entry Form (last page of this document).

3. Subsequent sleeves will contain the photos, artwork, statements and other supplemental materials for your entry. Additionally, please include a USB or disc of photos and files of those shown in your binder. Submit high resolution (300 dpi or higher) files in JPG or PDF format.

4. Binders will be returned directly after the Evening of Excellence awards ceremony on November 16, 2018.
CATEGORIES

1. Remodeler Best Newspaper Ad
   Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

2. Remodeler Best Magazine Ad
   Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

3. Remodeler Best Sales Brochure
   Include a high quality image of the brochure in JPG or PDF and a proof of the actual flyer or brochure

4. Remodeler Best Direct Mail Piece
   Include a high quality image of the direct mail item in JPG or PDF and a proof of the actual mail piece

5. Remodeler Best Website
   Include a high quality screenshot of the website in JPG or PDF and homepage address along with any pages of interest

6. Remodeler Best Social Media Page
   Include a high quality screenshot of the social media page in JPG or PDF and detail any particular post, image, contest, campaign, or ad of interest

7. Remodeler Best Signage
   Include a high quality image of the advertisement in JPG or PDF and a high quality photo of the signage in use

8. Remodeler Best Radio Ad
   Include a high quality audio file in MP3 or WAV, or link to audio
9. Remodeler Best TV Ad
   Include a YouTube link or high quality video file in MP4 or AVI

10. Best Interior Design of a Residential Space
    Include up to 10 high quality images (before + after) and a description of the complexity, functionality, and effective use of the enhanced space

11. Best Kitchen Design in a Residential Space
    Include up to 10 high quality images (before + after) and a description of the complexity, functionality, and effective use of the enhanced space

12. Best Bathroom Design in a Residential Space
    Include up to 10 high quality images (before + after) and a description of the complexity, functionality, and effective use of the enhanced space

13. Vendor/Supplier Best Newspaper Ad
    Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

14. Vendor/Supplier Best Magazine Ad
    Include a high quality image of the advertisement in JPG or PDF and a proof of the actual advertisement mounted on an 8.5 x 11 sheet

15. Vendor/Supplier Best Sales Brochure
    Include a high quality image of the brochure in JPG or PDF and a proof of the actual flyer or brochure

16. Vendor/Supplier Best Direct Mail Piece
    Include a high quality image of the direct mail item in JPG or PDF and a proof of the actual mail piece
17. Vendor/Supplier Best Website
   Include a high quality screenshot of the website in JPG or PDF and homepage address along with any pages of interest

18. Vendor/Supplier Best Social Media Page
   Include a high quality screenshot of the social media page in JPG or PDF and detail any particular post, image, contest, campaign, or ad of interest

19. Vendor/Supplier Best Signage
   Include a high quality image of the advertisement in JPG or PDF and a high quality photo of the signage in use

20. Vendor/Supplier Best Radio Ad
   Include a high quality audio file in MP3 or WAV, or link to audio

21. Vendor/Supplier Best TV Ad
   Include a YouTube link or high quality video file in MP4 or AVI

22. Best Showroom
   Include 5 high quality images of the showroom and a description of how the space is used for marketing purposes (events, displays, meetings, etc.)

23. Best Promotional Item
   Include up to 5 high quality images of the item and a description of how the item was used for marketing purposes

THE AWARDS COMMITTEE HAS MADE EVERY EFFORT TO MAKE THIS COMPETITION FAIR, OPEN, AND AVAILABLE TO ALL NARI MEMBERS IN GOOD STANDING.
IT IS IMPORTANT THAT THE RULES OF COMPETITION ARE CLOSELY FOLLOWED.
THE BUZZ AWARD JUDGES RESERVE THE RIGHT TO DISQUALIFY, ADJUST THE CATEGORY, OR DEDUCT POINTS FROM ANY ENTRY THAT DOES NOT FOLLOW THE RULES AND GUIDELINES PUBLISHED IN THIS DOCUMENT WITHOUT PRIOR NOTICE.
An impartial panel of experts from within the industry will begin by comparing all entries within a category.

Entries are then scored individually using the provided judges ballot.

Upon completion of a category, the ballots are collected and tallied.

The final score for each entry is determined by averaging the judge's scores.

The highest average score* in each category will win a BUZZ Award.

*Must receive a minimum average score of 28/40 to receive an award
SCORE SHEET

Points should be assigned according to the guidelines provided below.

1. **Creative - 10 points**
   - Is there evidence of superior creativity and appeal?
   - Did the entrant uniquely meet category objectives?
   - Does this entry go above and beyond the status quo?

2. **Effective - 10 points**
   - Is there evidence that the entry met project objectives?
   - Did the entrant set clear goals for the project?
   - Does this entry showcase superior marketing/design skill?

3. **Memorable - 10 points**
   - Is there evidence of memorable project elements?
   - Did the entrant think outside of the box?
   - Does this entry leave a lasting impression?

4. **Polished - 10 points**
   - Did the entrant take into consideration aesthetic appeal?
   - Does this entry follow BUZZ Awards competition rules?

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\text{Total} \quad /40
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Notes:
ENTRY FORM

To participate in this year's BUZZ Awards, you must hand-deliver this form as part of your entry binder(s) by 4:00 pm on Friday, November 8, 2019.

Entrant Name: ____________________________
Company Name: ____________________________
Company Address: ____________________________
Phone Number: ____________________________
Entrant Email: ____________________________
BUZZ Category: ____________________________
Insertion/Completion Date: ____________________________
(must be 12/1/16 - 9/1/2018)
Overall Objective: ____________________________

Effectiveness:
(increase in sales, quality of products, client satisfaction, increased flow of space, etc.)

Additional Details: ____________________________

Promotional Agreement
I agree that if my entry is selected as a winner, all promotion, advertising, business stationary, and/or marketing literature used by me or my organization, or my assigns wherein the award is mentioned, will clearly state the title of the award, the level of the award, the category, and the year in which the award was presented. I understand that NARI assumes no responsibility for loss or damage of any materials submitted. I hereby affirm that all facts and materials set forth herein are true to the best of my knowledge and belief, and that all required work relevant to this application and the materials furnished thereto were performed and furnished by the undersigned, except where otherwise specifically set forth. I understand that NARI reserves the right to review the project contract, and I will provide upon request. I also affirm that I have read and agree to all the rules, regulations, and guidelines of the BUZZ Awards competition. I understand that entry fees, once received by NARI San Antonio, are nonrefundable, nontransferable, and cannot be carried over to other NARI programs, awards or otherwise.

Member Signature ____________________________ Date ____________________________