



MAME Awards

AWARD EVENT – APRIL 5, 2025

JW Marriott Desert Ridge

5:00pm-6:30pm Cocktails

6:30pm Doors Open

6:45pm-7:45pm Dinner

7:45pm-9:30pm Awards Presentation

Presented by the Home Builders Association of Central Arizona.

Encompassing all facets of professional achievement, sales, marketing, merchandising and design.

This competition provides for entry opportunities in product design, model complex landscaping, interior merchandising, sales office design, logo design, graphics, brochures, signage, advertisements, overall advertising campaigns, special promotions, internet marketing and professional achievement.

IMPORTANT DATES AND DETAILS

Entry Fees

Entry applications and fees: Early Bird up to January 31 \$225

Entry applications and fees: February 1 – February 17 \$275

Entry Application & Materials

Materials Deadline February 17

Judging March 6 & 7

Professional Achievement Interviews Online March 11

Sponsorship & Ticket Deadline March 22

Awards Show April 5

Eligibility

Entrants and entries are open to HBACA members ONLY

Any development that actively maintained a sales or leasing program anytime between January 1, 2024 and December 31, 2024 is eligible for entry. Entries submitted in previous Nationals and/or Gold Nugget competitions that meet the above criteria are eligible for re-entry in the MAME Awards. Please call 909-987-2758 for additional information.

DEADLINES & DELIVERY

Entry Application and Materials are due no later than February 17, 2025 Midnight

NO EXCEPTION or EXTENSION

Judging & Judges Panel

Five amazing industry professionals will give their time to serve as the judging panel for the competition. This team has the assignment to review the marketing and design awards, plus tour the communities competing for Community of the Year. The panel will also meet and personally interview industry professionals to select the honorees for the individual/team achievement awards.

The Competition and Judging are facilitated by TeamPMP – Shane & Lisa Parrish

1. The panel of judges will consist of distinguished individuals selected for professional expertise in sales, marketing, design and home building.
2. All items submitted will be reviewed, as well as communities toured, if applicable.
3. Entries will not be judged on the quality of photographs, therefore personal digital photos are encouraged and not limited to professional photos.
4. Judges reserve the right to combine, split or eliminate a category or categories due to insufficient/abundant amount of entries.
5. HBACA Awards Committee reserves the right to create new categories if the judges believe it is warranted. For example, dividing a category into an individual and team award, previously combined in one category.
6. Judges may re-categorize an entry if they believe it has been entered in an incorrect category or better suited for another category.

Special awards for specific innovations may be presented at the judges' discretion.

Why You Should Enter

1. **RECOGNITION.** Entering MAME is a cost-effective way to thank and honor your valued team members and build your brand.
2. **MARKETING EXPOSURE.** The entry fees are nominal compared to the publicity boon your firm can reap when you become a MAME winner. Awards celebrate hard work and success, and are great PR opportunities. Winning a MAME can open the door to selling more homes, securing new clients, and breaking into new markets.
3. **INCREASED CREDIBILITY.** An industry award win or nomination is a 3rd party endorsement for your firm. A win gives a seal of approval to your efforts and is a sign of quality for potential customers or clients – it can be a powerful sales pitch.
4. **EMPLOYEE/TEAM RETENTION.** Recognize the hard work and achievements of your employees by nominating them for an award! Awards boost morale and improve motivation.
5. **BE ENVIED!** The MAME Award is one of the home building industry's most coveted awards. MAME represents the best!

Entry Rollover for The Nationals

We are pleased to offer a special entry rollover program. Here's how it works. You have already entered materials, the Awards Committee will provide your entry materials to The Nationals for you! If you would like to re-submit those materials for Nationals, all that is needed is for you to mark the box on the entry application for Nationals rollover. You will be invoiced separately for entry fees for each program. No additional forms or materials needed!! Simply mark your form and you are all set, we'll take care of the rest!

Team PMP & HBACA

The HBACA partners with TeamPMP to produce and manage the MAME Awards.

TeamPMP is the nationally known firm responsible for the management and production of the largest building industry awards across the Nation.

For over 40 years, TeamPMP has served NAHB, PCBC, and HBA's across the country producing credible awards competitions and extraordinary Awards Gala Ceremonies.

You know them from NAHB's National Sales & Marketing Awards "The Nationals", PCBC's Gold Nugget Awards, SEBC's AURORA Awards, Austin MAX Awards, Greater Charlotte MAME Awards, Dallas McSAM Awards, Denver MAME Awards, Southern California MAME Awards, Bay Area MAME Awards, and the Seattle Tribute Awards.

We are thrilled to have their expertise to guide and manage the MAME Awards Competition, Sponsorship and Awards Gala. Look for a streamlined entry process, refreshed categories, updated entry requirements, exciting new sponsorships and expanded recognition of winners.

STEPS TO ENTER

- Please complete [Entry Application](#) & pay entry fees no later than February 17, 2025
- Once submitted Entry system will generate your unique entry serial number(s) per entry.
- Your entry materials are due by February 17, 2025
- Complete entry form for your selected category and upload your required materials for your submission.
- System will generate a confirmation of your submission for your records.

NEW FORMS LINKED BELOW

[Sales Form – Categories 1-6](#)

[Sales Manager Form – Category 7](#)

[Marketing Professional Form – Category 8](#)

[Professional Achievement Form – Categories 9-16](#)

[Team/Project Form – Categories 17-48](#)

[Community of the Year Form – Categories 49-50](#)

[Builder of the Year Form – Categories 54-55](#)

Materials for all entries include:

- Entry Form required by category - Team/Project, Professional Achievement & Builder of the Year Form
- Digital Files — site plan, floor plan, and photo images required.

If you have any questions during the process, please feel free to contact our offices.

Lisa Parrish | Administrator 909|987|2758

lisa@teampmp.com

IMAGES

Digital images saved at 300 dpi – sized to at 1800 pixels wide – saved at 300 dpi JPEG format ONLY. All plans should be saved as high resolution PDF

Images should be named with your Category number, entry serial and sequence number or description.

PLEASE NOTE THE LABELING OF THE IMAGES IS AS FOLLOWS AND ANY IMAGES NOT NAMED IN THE PROPER MANNER WILL REQUIRE THE ENTRANT TO RESUBMIT IMAGES PROPERLY OR BE SUBJECT TO DISQUALIFICATION.
01-1005_1.jpg, 01-1005_2.jpg (thru 8 images), 01-1005_floorplan.pdf, 01-1005_TeamForm.docx

HBACA MAME Awards 2024

PROFESSIONAL ACHIEVEMENT AWARDS

- 1 Rookie Salesperson of the Year – less than 2 years of selling
- 2 Salesperson of the Year - Builder - Under 250 Rooftops
- 3 Salesperson of the Year - Builder - Over 250 Rooftops

- 4 Sales Team of the Year
- 5 Online Sales Professional of the Year
- 6 Online Sales Team of the Year (2 or more)
- 7 Sales Leader/Manager of the Year
- 8 Marketing Professional of the Year
- 9 Customer Service Professional of the Year
- 10 Construction Professional of the Year
- 11 Purchasing Professional or Team of the Year
- 12 Development/Land Acquisition Professional of the Year
- 13 Rookie of the Year for a Homebuilder
- 14 Rising Star of the Year – Recognizing up incoming leaders
- 15 Associate Professional of the Year – Service Vendor
- 16 Associate Professional of the Year – Field or Trade Professional

MARKETING

- 17 Best Logo Design
- 18 Best Brochure for a Builder or Community - Print or Digital
- 19 Best Special Promotion – Special Event or Limited Time Sales Program
- 20 Best Online Marketing Campaign – eblasts/banners plus Social Media
- 21 Best Innovative Use of Technology
- 22 Best Media – Video or Audio Commercial
- 23 Best Marketing Campaign - Includes Digital, Print and Social Media
- 24 Best Website
- 25 Best Signage Program - Including Entry Monuments & Billboards

SALES ENVIRONMENT

- 26 Best Sales Environment
- 27 Design Center/Showroom

LANDSCAPE/OUTDOOR LIVING

- 28 Best Outdoor Living Space of a Home Priced \$1Million & under
- 29 Best Outdoor Living Space of a Home Priced over \$1Million

DESIGN AWARDS

PRODUCTION HOUSING

- 30 Best Community Amenity Feature
- 31 Best Interior Merchandising of a Model Home priced under \$500,000
- 32 Best Interior Merchandising of a Model Home priced \$500,000 – \$750,000
- 33 Best Interior Merchandising of a Model Home priced \$750,000 – \$1Million
- 34 Best Interior Merchandising of a Model Home priced \$1Million - \$1.5Million
- 35 Best Interior Merchandising of a Model Home priced over \$1.5Million
- 36 Best Architectural Design of a Detached Home – under 2,000 sq. ft.
- 37 Best Architectural Design of a Detached Home – 2,000 to 2,500 sq. ft.
- 38 Best Architectural Design of a Detached Home – 2,500 to 3,000 sq. ft.
- 39 Best Architectural Design of a Detached Home – 3,000 to 3,750 sq. ft.
- 40 Best Architectural Design of a Detached Home – over 3,750 sq. ft.
- 41 Best Architectural Design – Attached Community

SPECIALITY CATEGORIES

- 42 Best Kitchen Design for a New Home
- 43 Best Specialty Room for a New Home

CUSTOM HOMES

- 44 Best Interior Design of a Custom or Spec Home
- 45 Best Custom Home – Under 7,500 sq. ft.
- 46 Best Custom Home – Over 7,500 sq. ft.

HOME OF THE YEAR

- 47 Home of the Year (Production Home) *
- 48 Active Adult Home of the Year (Production Home) *

COMMUNITY OF THE YEAR

- 49 Community of the Year **
Defined as a single neighborhood and collection of plans by one builder. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market.
- 50 Masterplanned Community of the Year **

Defined as multiple product lines offered by one or more builders in the same setting. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market.

BUILDER OF THE YEAR

- 51 Builder of the Year – Production Builder up to 250 Closings
- 52 Builder of the Year – Production Builder over 250 Closings

**Home of the Year - Home must be submitted in Interior/Architectural Design to compete. Must have entered in interior merchandising and architectural design category. Winner will be determined based upon points from qualifying categories, and judges review.*

***Community of the Year - To be eligible for Community of the Year – must have entered 5 entries within categories 1-46. Winner will be determined based upon points from qualifying categories, and judges review.*

SALES ACHIEVEMENT AWARDS -- See HBACA – Lisa Rugloski for more information

- \$ \$5-10 Million
- \$10-16 Million
- \$16-22 Million
- \$22-28 Million
- \$28-36 Million
- \$36-50 Million
- Over \$50 Million - Top 10 Producers

**MAME CALL FOR ENTRIES
CATEGORIES & REQUIREMENTS**

PROFESSIONAL ACHIEVEMENT AWARDS

Entries will be judged on the candidate’s positive aspects and measurable work performance for the period of January 1, 2024 and December 31, 2024

SALES ACHIEVEMENT

- 1 Rookie Salesperson of the Year – less than 2 years of selling
- 2 Salesperson of the Year - Builder - Under 250 Rooftops
- 3 Salesperson of the Year - Builder - Over 250 Rooftops
- 4 Sales Team of the Year
- 5 Online Sales Professional of the Year
- 6 Online Sales Team of the Year (2 or more)

Categories 1-6 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
- Please include a color photo of candidate
- Categories 1-6 – Personal Interviews will be held Online on March 11
Note: Video maybe submitted in lieu of interview

LEADERSHIP RECOGNITION

- 7 Sales Leader/Manager of the Year
- 8 Marketing Professional of the Year
- 9 Customer Service Professional of the Year
- 10 Construction Professional of the Year
- 11 Purchasing Professional of the Year
- 12 Development/Land Acquisition Professional of the Year

- 13 **Rookie of the Year for a Homebuilder**
- 14 **Rising Star of the Year – Recognizing up incoming leaders**
- 15 **Associate Professional of the Year – Service Vendor**
- 16 **Associate Professional of the Year – Field or Trade Professional**

Categories 07-16 Requirements

- Completed Form containing written statement describing exemplary performance and achievement.
 - Please include a color photo of candidate
 - Personal Interviews will be held Online on March 11
- Note: Video maybe submitted in lieu of interview

MARKETING

17 Best Logo Design

Entry will be judged on overall logo design, readability and execution.

Entry Requirements

- Team/ Information Form
- Up to 8 images of the following: Logo in color, logo in black & white and various examples of logo in use. (brochure, signage, letterhead, etc)

18 Best Brochure for a Builder or Community - Print or Digital

Entry will be judged on concept, creativity, copy, layout, overall design, readability.

Entry Requirements

- Team/ Information Form
- Image of Brochure in jpeg format.
- Sample brochure – delivered by March 1 to HBA Offices

19 Best Special Promotion – Special Event or Limited Time Sales Program

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes a series of ads, print and electronic media

Entry Requirements:

- Team/ Information Form
- Submit images of promotion – photos of events suggested
- Submit Up to 8 images of ads that represent the campaign. May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. – jpeg or PDF format
- Television and radio submissions should be sent as Audio Files (mp3) file and Video file (.mov or quicktime file)

20 Best Online Marketing Campaign – eblasts/banners plus Social Media

Entry will be judged on concept, creativity, copy, layout, and results of campaign.

Entry Requirements

- Team/ Information Form including link to actual campaign
- Up to 8 images images that represent entry.

21 Best Innovative Use of Technology

Entry will be judged on creativity, user experience, overall design, and effectiveness

Entry Requirements

- Team/ Information Form including link to actual campaign
- Up to 8 images Images of pages (home page, category pages, etc.
- Video File of video animation (.mov or quicktime file)

22 Best Media – Video or Audio Commercial

Entry will be judged on originality, concept, and execution of the spot as it relates to specified target market and qualified traffic the ad generated.

Entry Requirements:

- Completed Team/Project Statement
- Video file (.mov or QuickTime file) of the TV spot OR One audio file (mp3) of the radio spot
- 2 to 4 Images that represent entry

23 Best Marketing Campaign - Includes Digital, Print and Social Media

Entry will be judged on creativity, design, and success of materials developed to gain product interest. Includes ads, print and electronic media, and billboards.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry.
- May include any or all of the following: print advertising, direct mail, television and radio spots, billboards, etc. Used for judging and displays. Video files – Audio (.mp3) files.

24 Best Website

Awards may be presented for Builder, Community and/or Associate

Entry will be judged based on quality of design, ease of obtaining information, and organization of message.

Entry Requirements

- Team/ Information Form including Link to website – must be fully updated and live| by Feb 21st
- Up to 8 images that represent entry.

25 Best Signage Program - Including Entry Monuments & Billboards

Awards may be presented for: Neighborhood - single builder and product line OR Community – Multiple product lines and Include Entry Monumentation

Entry will be judged on concept, creativity, basic graphics and layout, design, execution, readability, and continuity. Includes onsite and offsite signage.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry.

SALES ENVIRONMENT

26 Best Sales Environment

27 Best Design Center/Showroom

Entry will be judged on theme, function, display concept, creativity, and design used in the office, as well as the use of tools and technologies to achieve sales success.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor Plan of office layout showing layout of exhibits.

LANDSCAPE/OUTDOOR LIVING

28 Best Outdoor Living Space of a Home Priced \$1Million & under

29 Best Outdoor Living Space of a Home Priced over \$1Million

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry

DESIGN AWARDS

PRODUCTION HOUSING

30 Best Community Amenity Feature

Entry will be judged on the effectiveness, impact, and function in enhancing the project.

Entry Requirements

- Team/ Information Form
- Up to 8 images that can be used to represent entry

31 Best Interior Merchandising of a Model Home priced under \$500,000

32 Best Interior Merchandising of a Model Home priced \$500,000 – \$750,000

33 Best Interior Merchandising of a Model Home priced \$750,000 – \$1Million

34 Best Interior Merchandising of a Model Home priced \$1Million - \$1.5Million

35 Best Interior Merchandising of a Model Home priced over \$1.5Million

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

36 Best Architectural Design of a Detached Home – under 2,000 sq. ft.

37 Best Architectural Design of a Detached Home – 2,000 to 2,500 sq. ft

38 Best Architectural Design of a Detached Home – 2,500 to 3,000 sq. ft.

39 Best Architectural Design of a Detached Home – 3,000 to 3,750 sq. ft.

40 Best Architectural Design of a Detached Home – over 3,750 sq. ft.

41 Best Architectural Design – Attached Community

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDTORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

SPECIALITY CATEGORIES

42 Best Kitchen Design for a New Home

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor plan

43 Best Specialty Room for a New Home

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry
- Floor plan

CUSTOM HOMES

44 Best Interior Design of a Custom or Spec Home

Entry will be judged on concept, creativity, impact of furniture and accessories.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

45 Best Custom Home – Under 7,500 sq. ft.

46 Best Custom Home – Over 7,500 sq. ft.

Entry will be judged on overall exterior and interior architecture, design appeal, function, and creative use of interior space and creative integration of plan design with site considerations.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDTORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

HOME OF THE YEAR

47 Home of the Year (Production Home) *

48 Active Adult Home of the Year (Production Home) *

Home must be submitted in Interior/Architectural Design to compete

Must have entered in interior merchandising and architectural design category.

Winner will be determined based upon points from qualifying categories, and judges review.

Entry Requirements

- Team/ Information Form
- Up to 8 images that represent entry: **Front exterior MANDTORY**, Living room, dining room, master bedroom, kitchen/family room area or other unique spaces.
- Floor plan

COMMUNITY OF THE YEAR

The Community of the Year Awards are presented to the HBACA Builder/Developer for the best overall marketing and community presentation of a community. The Community of the Year Award will be determined by the CUMULATIVE point totals in selected categories in addition to being judged by physical tour of the Community of the Year Award finalists. The sum of these scores determines the Community of the Year Award winner.

Community of the Year will be judged based on:

Design and sensitivity to natural or created environments, Design appeal, Creative use of space, materials, amenities, Architectural continuity, Landscape design and signage, and Overall sales success.

49 Community of the Year ** -

Defined as a single neighborhood and collection of plans by one builder. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market.

To be eligible for Community of the Year – must have entered the following
Logo, Brochure or Website, Sales Office or Amenity, Interiors and Architectural Design

Entry Requirements

- Team/ Information Form
- Site plan of the community
- Six (6) to Twelve (12) images of community - Exteriors, landscape, interiors, signage, sales office etc.
- An on-site tour of the community finalists will be conducted by the judges

50 Masterplanned Community of the Year **

Defined as multiple product lines offered by one or more builders in the same setting with a unique cohesive branding. Entry will be judged on the overall sales, marketing and design approach as it relates to the target market.

To be eligible for Masterplanned Community of the Year – must have entered the following
Logo, Brochure or Website, Welcome Center or Amenity

Entry Requirements

- Team/ Information Form
- Site plan of the community
- Six (6) to Twelve (12) images of community - Exteriors, landscape, interiors, signage, sales office etc.
- An on-site tour of the community finalists will be conducted by the judges

BUILDER OF THE YEAR

51 Builder of the Year – Production Builder up to 250 Closings

52 Builder of the Year – Production Builder over 250 Closings

Designed to recognize innovative market performance, trade relationships, community involvement

Entry Requirements

- Completed Builder of the Year entry form
- 6 to 8 images that represent the firm

Judges will score the responses to each question based on point assignments to determine the overall winner as well as:

- To be eligible candidate must have entries in at least Five (5) categories:
Professional Achievement, Marketing, Interior Design & Product Design Awards
- The highest point total attainable is 10 in the Marketing categories, 10 in the Interior Merchandising categories, 10 in the Product Design categories, 10 in the Individual categories, and 10 for additional entry items for a grand total of 50 points.
- If less than two (2) builders qualify, no award will be presented.

SALES ACHIEVEMENT AWARDS

(Non-Judged Volume Based Recognition)

\$ 5-10 Million

\$10-16 Million

\$16-22 Million

\$22-28 Million

\$28-36 Million

\$36-50 Million
Over \$50 Million - Top 10 Producers

CONTACT Lisa Rugloski at HBACA for more information rugloskil@hbaca.org

Entry Requirements:

- Completed Sales Achievement Form including total sales for closed sales within the period of January 1, 2024, through December 31, 2024
- REQUIRED – A color photo of candidate – at least 500x500 pixels at 300 dpi jpeg format