



# 2014 Sand Dollar Registration Packet

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# 2014 Sand Dollar Registration Packet

## WHAT ARE THE SAND DOLLAR AWARDS?

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

The coveted Sand Dollar Award is the highest accolades given by the CBIA Sales and Marketing Council and will be presented to the winners on Saturday, September 27th at The Ritz Carlton at Tiburon.

## ELIGIBILITY

You must be a current CBIA member. Projects must be located within Collier County or South of Daniels Road in Lee County. Entries can be entered from outside of the area; they will just be judged via photos/CD/DVD - (see category 59). An entry cannot be more than five years old. Previous year winners cannot be submitted in the same category.

Products or communities completed between **May 1, 2013 and June 30, 2014 or otherwise specified in category.**

### Those eligible to enter:

Builders | Remodelers | Developers  
Communities | Architects | Interior Designers  
Advertising Agencies | and any member that supports the construction industry and meets the entry criteria.

## JUDGING

Each entry will be judged on its own merit by highly qualified impartial judges from outside Collier County. Each entry must be ready to view upon the judges' arrival. If an entry is not completed, it will not be judged and no refunds will be provided. All entries, except Marketing categories, are judged onsite.

The point method of scoring will be used. Entries must receive at least 75% of the total points possible to be eligible for an award.

The judges' decisions are final and they have the discretion to disqualify an entry that does not supply required materials and/or does not meet specified criteria.

CBIA may choose not to award a winning entry if no entry earns the minimum points required. All entry material is kept confidential.

**Judging will take place**, Friday, August 08, 2014 and Saturday, August 09, 2014.

**Judging times** are assigned according to a routing schedule and **cannot be changed**. All entrants will be notified via email of the approximate time the judges will arrive at their site. No judging appointments will be rescheduled.

## SAND DOLLAR DEADLINES & KEY DATES

All entries, including fees and required exhibits, must be received by no later than:

**Early registration deadline due:**

Monday, June 30, 2014, 5:00 PM.

**Late registration:**

Monday, July 7, 2014, 5:00 PM.

*No entries will be accepted beyond this date*

**Entry Workshop:**

Friday, June 13, 2014 at CBIA office

The workshop will cover how to properly submit your entries and will give you some key items judges look for.

**Sand Dollar Awards Banquet:**

Saturday, September 27, 2014

## ENTRY FEES/REFUNDS

Must be a CBIA member to enter.

**Categories 1-59:** \$250 per entry entered.

**Category 60:** \$100 per entry entered.

**Late entries:** \$300 per entry entered.

No refunds or exchanges will be provided past the late registration deadline, Monday, June 7<sup>th</sup>. No refund will be given for disqualified entries.

## ENTRY GUIDELINES/REQUIREMENTS

- Your entry is judged based on the materials you submit. It is in your best interest to fully describe your entry and provide the best visuals available to demonstrate the unique qualities of your product.
- All entry materials must be collated and submitted three-hole punched, in large envelope, unsealed and labeled in upper left corner (vertical). If using label - sample below:**

Category 1A, \$200,000 - \$299,999  
Product Design of the Year Single Family Homes  
Private Residence  
Collier Building Industry Association

- IMPORTANT:** see each entry category for specific requirements for each entry in the category guide.

- Entry Application: One application required for all entries along with payment.
- Project Form: 4 copies required for each entry. See each category for additional instructions.
- Marketing Statement: Should be a 500 word or less, typewritten, double spaced document that addressed the topics pertaining to judging criteria or additional requirements.
- Photo, images, plans are required – see Specific category requirements. Each entry must contain a photo in a digital format (jpeg) that is at least 600 wide 72 DPI in a CD inside entry envelope. One photo per entry. Printed photos before/after are ONLY accepted for the remodeling categories.
- Marketing entries: label required on the reverse side all exhibit materials, photographs, audio or video materials, envelopes, poster boards etc. Label on the reverse side must include: category number, category name and company name.
- Mounted exhibits: *are allowed*. However, it cannot replace the entry packet. Follow same instructions for entry submission.
- DO NOT SUBMIT:**  
Entries in binders (only accepted for remodeling projects – include before/after pictures)  
All entries bundled in one envelope (will not be accepted). One envelope per entry.

## PUBLISHING RIGHTS & RETURN OF MATERIALS

CBIA may publish and/or reproduce entries in any NAHB, FHBA, or CBIA publications and/or product as grant permission for entries to be published or reproduced in any trade or consumer publication and/or product.

It is the entrant's responsibility to pick up all entry materials. Entry material must be picked after Friday, October 03, 2014 at the CBIA office. Materials will be discarded after Friday, October 10, 2014.

**If you have any questions, please contact:**  
Amelia Vasquez, Director of Member Services  
Collier Building Industry Association  
(239) 436-6100 | [Amelia@CBIA.net](mailto:Amelia@CBIA.net)

## Deliver/mail completed entries to:

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbia.net](http://www.cbia.net)





# 2014 Sand Dollar Registration Packet

## ENTRY REGISTRATION/PAYMENT FORM

Payment information is needed on this form only.

### PLEASE COMPLETE THE ENTIRE FORM

(Print or type entry form)

<input type="checkbox"/> Early Registration on/or before June 30, 2014	<input type="checkbox"/> Late registration on/or before July 7, 2014
Company Name:	Contact Person:
Address:	Phone: (     )     -
Email:	

### ENTRY FEES

Categories 1-59: Early Entry Fee (06/30): _____ x \$250 = \$ _____	Late Entry Fee (07/07): _____ x \$300 = \$ _____		
Trade Award (Category 60): Early Entry Fee: _____ x \$100 = \$ _____	Late Entry Fee (07/07): _____ x \$300 = \$ _____		
Early Entry Bulk Price: <input type="checkbox"/> (10-15 entries): \$2,500	<input type="checkbox"/> (16-20 entries): \$3,000	<input type="checkbox"/> (21-30 entries): \$3,500	<input type="checkbox"/> (30+ entries): \$4,000
I am entering the following categories: (List all categories you are entering)			
_____			
_____			

I would like to reserve my tickets for Saturday, September 27, 2014: \_\_\_\_\_ x \$125 = \$ \_\_\_\_\_  
 Sand Dollar Awards Ceremony will take place at The Ritz Carlton at Tiburon

### PAYMENT INFORMATION

<input type="checkbox"/> Check Enclosed <input type="checkbox"/> Credit Card			
Payment (for multiple entries payment information only needs to be submitted once)			
Name on Card:		Total Enclosed:	
Credit Card #:			
Card Billing Address:			
City:	State:	Zip:	
Expiration:		CRV:	
Authorized Signature:			

**Participation Agreement – Please Read Carefully** - I acknowledge and agree to the following entry guidelines and rules  
 Requirement for entry is that your home be completed | A price point MUST BE accurately provided for each entry | Your price will be used to establish price point categories for entries.

- 1) I agree that I will not represent to the public, directly or indirectly, that Collier Building Industry Association warrants or guarantees any aspects of my home, in any way.
- 2) I agree to have my home ready for judging as specified.
- 3) Builder/Entrant agrees to indemnify and hold harmless CBIA against and from any and all participation in any activity, work or other things done, permitted or suffered by Builder/Entrant in connection with The Sand Dollar entry arising from any act or negligence by Builder/Entrant or any officer, agent, employee, guest or invitee of Builder/Entrant, and from all costs, attorney fees and liabilities incurred in or about the defense of any such claim or action proceedings brought thereon.
- 4) Collier Building Industry Association may either postpone or cancel said performance or may at its option terminate agreement, with no further liability on the part of either party or parties to the other.
- 5) I understand that no refunds will be provided if home is not completed by judging day. Further if I fail to meet specified requirements, including detailed requested information, and entries that fail to include the appropriate materials and minimum quantities will be disqualified prior to the official judging with no refund.

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_





# 2014 Sand Dollar Registration Packet

## PROJECT INFORMATION FORM

Five (4) copies of this form must be typed, three hole-punched and submitted with your entry material.

Project/Community Name is the name that will appear on the award and used in all promotions.

**Eligibility:** Project must be completed between May 01, 2013 and June 30, 2014. See additional criteria on page 2.

### PLEASE COMPLETE THE ENTIRE FORM (If applicable print or type entry form)

Category #:	Subcategory:	Category Name:	Style of Home:
Base price of home entered (if applicable to entry):		Was project completed between 05/01/13 – 06/30/14? <input type="checkbox"/> Yes   <input type="checkbox"/> No (if no, specify) What year was it completed: _____ (entries older than 5 years are not eligible)	
Project Name: (The project name will appear on the award & used in all promotions)		Did this project win in 2013 in the same category? <input type="checkbox"/> Yes   <input type="checkbox"/> No (Note: previous year winners cannot be submitted in the same category)	
Development:		Community Name:	
Home Address:		City:	Zip:
Directions to Entry from I-75: (please be mindful if address is new and doesn't map online)			

### Provide all information if applicable to your entry (see each entry category):

Avg. Home Price Within the Community: \$	Community Acreage:	Total Sq. Ft: (Under Air)	Total Sq. Ft: (Total)
Base Price: \$ This price is the model shown price (lot, home EXCLUDING upgrades, interior design/furnishings)		Retail Sales Price: \$ (Including lot, base home, options/upgrades and furnishings)	
Lot/Land Cost: \$		Project Cost Per Sq. Ft:	
Total Project Cost: \$		Construction Cost Per Sq. Ft. (NOT INCLUDING LAND): \$	
Interior Design Budget: \$		Design Budget Per Sq. Ft: \$	
Items included in Interior Design Budget (i.e. paint, flooring, etc.):		Total Remodel Cost: \$	e-Ratio: (BuildSmart Categories only)

### Marketing & Sales Award (complete if applicable)

Total Project Cost: \$	Cost Per Piece: \$
Total Dollar Volume Sold: \$	Total # New Homes Sold: \$
Average Price per Unit Sold: \$ (Total dollar volume divided by the total number of new homes sold)	
Web Address:	

### Trade Award (complete if applicable) – Note must be a CBIA Member

Category #:	Category Name:	Project Name:
Name of Builder/Interior Designer/Remodeler/Commercial Builder:		

### Contact Information for Day of Judging

The information provided below should be that of the individual who will be receiving the judging date and time. Dates and times will be emailed to the below listed individual by Monday, August 4, 2014.

Contact Name 1:		Contact Name 2:	
Office:	Cell:	Office #:	Cell:
Email Address:		Email Address:	





# 2014 Sand Dollar Registration Packet

## Product Design Awards Categories 1-17

**REQUIREMENTS:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(1 copy)	<b>Digital Photo</b> - of the home – jpeg file on CD (to be used at awards banquet)
(1 copy)	<b>CAT. 3 &amp; 16:</b> See additional certification requirement
(4 copies)	<b>Floor Plan layouts</b> – 8.5" x 11" Community, Developer, Builder or homeowner name may not appear anywhere on pages
(4 copies)	<b>CATEGORY 16 ONLY</b> – See additional <b>marketing statement</b> requirements

All Product Design of the Year categories will be divided into their subcategory. The style of home must be indicated project information form.

Sales price includes price of home, including all options, upgrades, lot and furnishings (if applicable).

### Use chart for Categories 1-3 – Select base price of home

Under \$200,000	\$1,000,000 - \$1,249,999
\$200,000 - \$299,999	\$1,250,000 - \$1,499,999
\$300,000 - \$399,999	\$1,500,000 - \$1,749,999
\$400,000 - \$499,999	\$1,750,000 - \$1,999,999
\$500,000 - \$599,999	\$2,000,000 - \$2,499,999
\$600,000 - \$699,999	\$2,500,000 - \$2,999,999
\$700,000 - \$799,999	\$3,000,000 - \$3,449,999
\$800,000 - \$899,999	\$3,500,000 plus*
\$900,000 - \$999,999	

\*may be broken down in increments of 500,000 based upon number of entries.

**Judging Categories 1-2:** Entries will be judged on overall exterior and interior architecture, design appeal, function and creative use of space and integration of plan design with site consideration. Price thresholds reflect the listed sales price of the home including all options, upgrades, lot and furnishings (if applicable).

### CATEGORY 1: Product Design of the Year Single Family Homes

**Subcategory:**

A. Builder | B. Architect

**Style of home:**

Model Home | Private Residence | Unfurnished Spec Home  
Gulf Access/Custom Home

### CATEGORY 2: Product Design of the Year Multi Family Homes

**Subcategory:**

A. Builder | B. Architect | C. Commercial Builder

**Style of Home:**

Low & Mid Rise | High Rise

### CATEGORY 3: Best Green Home

**Judging:** Use of reclaimed/recycled materials and renewable products. Maximizing of energy and water efficiency, and "green" techniques. Creation of healthy indoor air quality and the minimal use of virgin products.

**Additional requirement:** Must show that home is certified by one of the three agencies (NAHB, FGBC or LEED) to be able to enter.

**Subcategory:**

A. Builder | B. Remodeler  
C. Associate | D. Architect

**Style of home:**

Model Home | Private Residence | Unfurnished Spec Home  
Gulf Access/Custom Home

### CATEGORY 4: Best Clubhouse - Exterior

**Judging:** Entries will be judged on the overall ability of the clubhouse to meet the needs of the community, the amenity package offered and the architectural design. This category may be subdivided by average home price within the community depending on the number of entries received.

**Subcategory:**

A. Builder | B. Remodeler | C. Architect  
D. Developer/Community | E. Commercial

### CATEGORY 5: Best Sales Center

**Judging:** Overall exterior design and architectural elements as it relates to specific target market and community needs.

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Developer/Community | E. Architect | F. Commercial Builder

Deliver/mail completed entries to:

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbia.net](http://www.cbia.net)





# 2014 Sand Dollar Registration Packet

## Product Design Awards

### Categories 6-16 – Best Home Features

Use chart for categories 6-12 to determine the total cost of project

Under \$30,000	\$30,000-\$50,000
Above \$50,000	

#### CATEGORY 6: Best Landscape Design

**Judging:** Quality of design and execution; design context and the expression of local and regional characteristics; environmentally sensitivity and sustainability; and demonstration of design value to the client.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Landscape Designer | D. Developer/Community

#### CATEGORY 7: Best Outdoor Living Area

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

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 8: Best Pool Design

**Judging:** Quality of design and execution; design context and the expression of local and regional characteristics; environmentally sensitivity and sustainability; and demonstration of design value to the client.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Pool Designer | D. Developer/Community

#### CATEGORY 9: Best Media Room/Custom Home Theater

**Judging:** Entry will be judged on overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness and effectiveness of the interior merchandising including (if item is applicable to the project), but not limited to, cabinetry and countertop selections, lighting, sound quality, video equipment and appeal to target market.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 10: Best Closet/Organizational System Design

**Judging:** Quality of design and execution; ease of use and functionality.

**Subcategory:**

- A. Builder | B. Associate | C. Interior Designer

#### CATEGORY 11: Best Use of Custom Wood

**Judging:** Best use of real woods and veneers on new or remodel project, maximizing space and creativity.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 12: Best Flooring

**Judging:** Entries will be judged on overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness and effectiveness of the appeal to target market.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

**CATEGORIES 13-15 Judging:** Entries will be judged on overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness and effectiveness of the interior merchandising including (if item is applicable to the project), but not limited to, cabinetry and countertop selections, lighting, sound quality, video equipment and appeal to target market.

Use chart for categories 13-15 to determine the total cost of project

Under \$50,000	Above \$100,000
\$50,000 - \$100,000	

#### CATEGORY 13: Best Master Suite (including Master Bedroom and Master Bath)

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 14: Best Kitchen Design

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 15: Best Specialty Feature

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

#### CATEGORY 16: Best Smart Home

**Judging:** Use of technology to maximize energy efficiency, safety and quality of life. Creation of 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 have been automated and integrated to work together to achieve Smart Home objectives.

**Subcategory:**

- A. Builder | B. Remodeler
- C. Associate | D. Interior Designer

Deliver/mail completed entries to:

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbja.net](http://www.cbja.net)





# 2014 Sand Dollar Registration Packet

## Interior Design Awards

Categories: 17-20

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(1 copy)	<b>Digital Photo</b> - of the home – jpeg file on CD (to be used at awards banquet)
(4 copies)	<b>Project Floor Plan</b> (8.5" x 11") Community, Developer, Builder or homeowner name may not appear anywhere on pages

**Use chart for Categories 17-19 to select base price of home**

Under \$200,000	\$1,000,000 - \$1,249,999
\$200,000 - \$299,999	\$1,250,000 - \$1,499,999
\$300,000 - \$399,999	\$1,500,000 - \$1,749,999
\$400,000 - \$499,999	\$1,750,000 - \$1,999,999
\$500,000 - \$599,999	\$2,000,000 - \$2,499,999
\$600,000 - \$699,999	\$2,500,000 - \$2,999,999
\$700,000 - \$799,999	\$3,000,000 - \$3,449,999
\$800,000 - \$899,999	\$3,500,000 plus*
\$900,000 - \$999,999	

Sales price includes price of home, including all options, upgrades, lot and furnishings (if applicable).

\*may be broken down in increments of 500,000 based upon number of entries.

**Judging Categories 17-19:** Entries will be judged on the overall appearance/impact, livability, quality, character, appropriateness and effectiveness of the interior design and merchandising as it relates to the target market. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, outdoor, living area, window and wall treatments will also be judged.

### CATEGORY 17: Interior Design of the Year Single Family Detached Homes

**Subcategory:**

A. Builder | B. Interior Designer

**Style of home:**

Model | Private Residence

### CATEGORY 18: Interior Design of the Year Single Family Attached Homes

**Subcategory:**

A. Builder | B. Interior Designer

**Style of home:**

Model | Private Residence

### CATEGORY 19: Interior Design of the Year Multi Family Homes

**Subcategory:**

A. Builder | B. Interior Designer

**Style of home:**

Model | Private Residence

### CATEGORY 20: Best Clubhouse - Interior

**Judging:** Use of color, texture, materials, interior space, furnishings, accessories, window and wall treatments in relation to the specified target market.

**Subcategory:**

A. Builder | B. Remodeler | C. Interior Designer  
D. Developer/Community | E. Architects

## Commercial Awards

Categories 21-28

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(1 copy)	<b>Digital Photo</b> - of the home – jpeg file on CD (to be used at awards banquet)
(4 copies)	<b>CAT. 28 ONLY</b> – Printed Photos - before photos appearing in sheet protectors.

**Use chart for categories 21-28 to determine pricing categories**

Under \$1,000,000	\$1,000,000 - \$3,000,000
\$3,000,000 - \$5,000,000	Over \$5,000,000

Prices may be further divided based upon the scope of the work.

**Judging Categories 21-28:** Entries will be judged on curb appeal, overall architectural design, landscape design and space planning/function.

### CATEGORY 21: Retail Project

### CATEGORY 22: Office/Commercial Park

### CATEGORY 23: Healthcare Facility

### CATEGORY 24: Financial Facility

### CATEGORY 25: Public Works (i.e. Fire Station, School, Governmental Office)

### CATEGORY 26: Assembly (i.e. Church, Synagogue)

### CATEGORY 27: Best Showroom

### CATEGORY 28: Commercial Remodel

**Deliver/mail completed entries to:**

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbja.net](http://www.cbja.net)





# 2014 Sand Dollar Registration Packet

## Marketing Awards Categories 29-46

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(1 copy)	<b>Digital Photo</b> – head shot, project logo, picture of project or rendering as applicable – jpeg file on CD (to be used at awards banquet)
(1 copy)	<b>CATEGORIES 35, 36, 37, 40 ONLY</b> CD/DVD of project must be submitted
(1 copy)	<b>Marketing piece or stand-up display accepted</b>

**Judging categories 29-34:** Concept, copy, layout, overall design and implementation of theme and delivery of information to target market.

### CATEGORY 29: Best Logo

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 30: Best Brochure (Print and Electronic)

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 31: Best Newsletter (Print and Electronic)

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 32: Best News Paper Ad (Black/White and Color)

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 33: Best Magazine Ad (Black/White and Color)

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 34: Best Direct Mail

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### Judging Categories 35-37:

- Originality
- Concept
- Execution

### CATEGORY 35: Best TV Commercial

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 36: Best Radio Commercial

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 37: Best CD/DVD Presentation

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 38: Best Rendering (Photo Realistic Watercolor)

**Judging:** Copy, layout, overall design and execution as it relates to the specific target market.

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 39: Best Website

**Judging:** Originality, quality of design, ease of obtaining information and organization of message.

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 40: Best E-Marketing Campaign

**Judging:** Development, creativity, design and response.

**Subcategory:**

A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

**Deliver/mail completed entries to:**

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbja.net](http://www.cbja.net)





# 2014 Sand Dollar Registration Packet

## Marketing Awards (CONT.)

**Judging Categories 41-43:** Development, creativity, cost and overall effectiveness of special promotion. Design, creativity and success of materials produced in support of event.

### CATEGORY 41: Best Special Event/Promotion

**Subcategory:**

- A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 42: Best Special Event for Residents

**Subcategory:**

- A. Builder | B. Associate  
C. Agency | D. Developer/Community

### CATEGORY 43: Best Special Event Benefiting Charity

**Subcategory:**

- A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 44: Best Incentive Promotion

**Judging:** Development, creativity, cost and duration of the incentive or promotion. Overall effectiveness, traffic generated and converted sales.

**Subcategory:**

- A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 45: Best Social Media Marketing

**Judging:** Development, creativity, design and response.

**Subcategory:**

- A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

### CATEGORY 46: Best Overall Campaign

**Judging:** Development, creativity, cost and duration of the incentive or promotion. Overall effectiveness, traffic generated and converted sales.

**Subcategory:**

- A. Builder | B. Remodeler | C. Associate  
D. Agency | E. Developer/Community

## Remodeling Awards

### Categories 47-51

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(4 copies)	<b>Floor Plan layouts</b> – 8.5” x 11” Community, Developer, Builder or homeowner name may not appear anywhere on pages
(1 copy)	<b>Digital Photo</b> picture of– jpeg file on CD (to be used at awards banquet)
(4 copies)	<b>Printed photos:</b> before photos appearing in sheet protectors – collated

**Use chart for Categories 47-51 to determine cost of project**

Under \$100,000	\$600,000 - \$699,999
\$100,000 - \$199,999	\$700,000 - \$799,999
\$200,000 - \$299,999	\$800,000 - \$899,999
\$300,000 - \$399,999	\$900,000 - \$999,999
\$400,000 - \$499,999	Over \$1,000,000
\$500,000 - \$599,999	

### CATEGORY 47: Whole House Remodel

**Judging:** 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:**

- A. Remodeler | B. Architect | C. Interior Designer

**Style of Home:**

- Single Family | Multi Family

### CATEGORY 48: Additions

**Judging:** 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

**Subcategory:**

- A. Remodeler | B. Architect

**Style of Home:**

- Single Family | Multi Family

**Deliver/mail completed entries to:**

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbiam.net](http://www.cbiam.net)





# 2014 Sand Dollar Registration Packet

## Remodeling Awards (CONT.) Categories 47-51

### CATEGORY 49: Exterior Remodel

**Judging:** Projects can include but are not limited to alterations to the exterior of a residential building such as porticos, windows, dormers, and exterior resurfacings such as siding, stucco, etc. which enhance the overall appearance of the exterior. **Note – Cannot be the same home enter into Whole House Remodel.**

**Subcategory:**

A. Remodeler | B. Associate | C. Architect

**Style of Home:**

Single Family | Multi Family

### CATEGORY 50: Aging in Place Design

**Judging:** Changes in a residence that makes it usable by people of all ages and physical capabilities. Projects can include, but are not limited to, accessible entrances, modified floor plans, barrier-free kitchens and baths, and use of smart home technology. Emphasis will be on using products and design to create invisible solutions that blend with the surroundings.

**Subcategory:**

A. Remodeler | B. Associate

**Style of Home:**

Single Family | Multi Family

### CATEGORY 51: Space Renovation

**Judging:** 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.

**Subcategory:**

A. Remodeler | B. Associate | C. Architect

**Style of Home:**

Single Family | Multi Family

## Sales Awards Category 52-59

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	<b>Project Information Form</b>
(4 copies)	<b>Marketing Statement</b> (500 words or less). All written items should be double spaced
(4 copies)	<b>Requested additional required information</b>
(1 copy)	<b>Digital Photo</b> picture of– jpeg file on CD (to be used at awards banquet)
(1 copy)	<b>CATEGORY 59 ONLY</b> – CD/DVD of project

### GUIDELINES for Categories 52 and 53

SUM of the total dollar volume of closed new home sales DIVIDED by the total number of new homes sold during the above mentioned time period RESULTS in the average price per unit sold and THIS FIGURE will be the determinate of the category.

**Use chart for categories 52-53 to determine the sales dollar volume**

Under \$249,999	\$1,500,000 - \$1,999,999
\$250,000 - \$449,999	\$2,000,000 - 2,499,999
\$450,000 - \$649,999	\$2,500,000 - \$2,999,999
\$650,000 - \$849,999	Over \$3,000,000
\$850,000 - \$999,999	-
\$1,000,000 - \$1,499,999	

### CATEGORY 52: Sales Person of the Year

**Judging:** Entries will be judged on professional approach to sales, selling techniques, personal contribution and involvement in the industry.

**Subcategory:**

A. Builder | B. Associate | C. Developer

### ADDITIONAL REQUIREMENT, Category 52:

An outline written by the entrant's employer, listing the following is required for entry into this category:

- Contributions toward the goals of selling and closing new homes.
- Professional techniques and innovative ideas used in selling new homes.
- Service to and involvement in the industry.
- Product profile, conditions and circumstances under which sales were made.
- Overall attitude, cooperation and impact candidate brings to the company and fellow salespeople.
- Proof of sales volume and units. An integral sales/closing report dated May 1, 2013 – May 31, 2014, will be required with each entry form signed by the builder/broker and comptroller.

### CATEGORY 53: Sales Person of the Year – Based on Volume Million Dollar Circle

### CATEGORY 54: Sales Manager of the Year

**Judging:** Entry will be 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:**

A. Builder | B. Associate | C. Developer

### ADDITIONAL REQUIREMENT, Categories 53-54:

An outline written by the entrant's employer, listing the following, is required for entry into this category:

- Achievements, performance and accomplishments in the past calendar year.
- Professional affiliations, certifications or honors received in 2013.
- Number of communities supervised.
- Unique sales programs implemented during the past calendar year.
- Total dollar volume and units sold in communities supervised from May 1, 2013 through May 31, 2014.
- Description of the community, civic and industry involvement.

**Deliver/mail completed entries to:**

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbiam.net](http://www.cbiam.net)





# 2014 Sand Dollar Registration Packet

## Sales Awards (CONT.) Category 52-59

### CATEGORY 55: Marketing Director of the Year

**Judging:** Entry will be judged on professionalism in approach to developing marketing plans, implementing objectives, formulation of unique marketing programs and personal contribution to the industry. This category is open to persons directly responsible for marketing and promoting their company (including suppliers, builder members, interior design companies, etc)

#### Additional Requirements: Category 55

An outline written by the entrant's employer, listing the following, is required for entry into this category:

- Achievements, performance and accomplishments in the past calendar year.
- A list of any professional affiliations, certifications or honors received in 2013; as well as the entrant's community, civic and industry involvement.
- Unique marketing programs implemented during the past calendar year and a description of how the marketing program helped promote the company's image.

#### Subcategory:

A. Builder | B. Associate | C. Developer

### CATEGORY 56: Title Insurance Sales Person of the Year

**Judging:** Based on total title insurance premium generated and customer service provided.

#### Additional Requirements: Category 56

An outline written by the entrant's employer, listing the following, is required for entry into this category:

- Proof of volume and units. An closing report from January 1, 2013 – December 31, 2013, signed by a comptroller
- Overview of levels of customer service in 250 words or less

### CATEGORY 57: Mortgage Lender of the Year

**Judging:** Based on total mortgage revenue generated and customer service provided.

**Additional Requirements:** An outline written by the entrant's employer, listing the following, is required for entry into this category:

- Proof of volume and units. An closing report from January 1, 2013 – December 31, 2013, signed by a comptroller
- Overview of levels of customer service in 250 words or less

### CATEGORY 58: Community of the Year

**Judging:** Entries will be judged on the quality of the design for the overall amenity package, recreation provided (including clubhouse, golf and tennis facilities and pool areas) and outdoor use amenities (such as paths, gazebos, sculptures, etc. that add to the quality of the community.)

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

- Community of the Year, based on average home price within the community under \$500,000
- Community of the Year, based on average home price within the community \$500,000 to \$1,000,000
- Community of the year, based on average home price within the community over \$1,000,000

### CATEGORY 59. Out of Market Category

**Judging:** Judging will be based on the criteria for the same categories that are listed previously only it will be by book and not on site.

**Defined:** Entries that lie outside our Collier/South Lee County Area.

**Criteria:** Anyone who is a member in good standing of CBIA can submit entries for the following categories:

- **Best Product Design of the Year** (would not be broken out by product, price, builder or architect, etc.)
- **Best Community Feature of the Year** (would include clubhouses or other amenities, pools, landscaping, etc.)
- **Best Interior Design of the Year** (would not be broken out by category and could include homes, condos, clubhouses, sales centers, etc.)
- **Best Commercial Project of the Year**
- **Best Remodeling Project of the Year**
- **Best Marketing Campaign** (this would be all-inclusive and not broken out into logo, website, brochure, etc.)

You must submit very comprehensive information about your out of market entry. Note that it will be judged in house, thus pictures, marketing statement and all facts related to your entry are vital to the judging results.

## Trades Awards Category 60

**Requirements:** All entry materials must be collated and submitted three-whole punched in a large un-sealed envelope vertically labeled with subcategory #, base price of home (if applicable), category name, style of home (if applicable) and company name at the upper left of envelope.

# of copies	Description
(4 copies)	Project Information Form
(1 copy)	Digital Photo picture of- jpeg file on CD (to be used at awards banquet)

### CATEGORY 60. Trade Winner

**Judging:** Any Builder, Remodeler or Interior Designer who wins a Sand Dollar, the trade also wins. **Must be a CBIA member in order to be entered.**

#### Subcategory:

A. Builder | B. Remodeler  
C. Interior Designer

**These trades could be but not limited to:** Audio/Video, Built-Ins, Cabinetry Countertops, Driveways & walkways, Electrician, Fireplace, Flooring, Landscape and outdoor lighting, Millwork and stairs, Painting and wall finishes, Plumber, Pool, spa and fountain, Precast, Roofing, Specialty Interior Feature – shower enclosure, sauna, wine room, Specialty Exterior Feature – trellis, ponds, Tile walls, splashes & mosaics.

**If you have any questions, please contact:**

Amelia Vasquez, Director of Member Services  
Collier Building Industry Association  
3200 Bailey Lane, Suite 110, Naples, FL 34015  
(239) 436-6100/ (239) 436-3878 | [Amelia@CBIA.net](mailto:Amelia@CBIA.net)

**Deliver/mail completed entries to:**

Collier Building Industry Association, 3200 Bailey Lane, Suite 110, Naples, FL 34105  
(239) 436-6100 - (239) 436-3878 fax - [www.cbia.net](http://www.cbia.net)

