*Please complete team members as applicable to your entry submission*

*This information will be used for finalists/winners credits and for awards engraving.*

*SEE PAGE 2 for Project information and statement.*

**ENTRY NUMBER \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **COMMUNITY NAME** |  |
| **PLAN NAME** |  |
| **LOCATION** |  |

|  |  |
| --- | --- |
| **BUILDER NAME** |  |
| E-mail |  |

|  |  |
| --- | --- |
| **Marketing Director** |  |
| E-mail |  |

|  |  |
| --- | --- |
| **ASSOCIATE - ad agency,**  **architect, interiors, designer** |  |
| E-mail |  |

|  |  |
| --- | --- |
| **ENTRANT CONTACT NAME** |  |
| **E-mail** |  |
| **PHONE** |  |

|  |  |
| --- | --- |
| **SALES INFORMATION FOR YEAR – October 1, 2016 to October 1, 2017** | |
| **Entry Number** |  |
| **Project Location (City)** |  |
| **Primary Target Market** |  |

**In a 200 word statement or less please address the following:**

* List the primary objective of the campaign:
* Biggest challenge to overcome:
* Target demographic:
* **Performance**  
  List size (how many people it was sent to):
* Open Rate (unique opens divided by email messages delivered):
* Click-through Rate (unique clicks divided by email messages delivered):
* Why does it deserve to win?

**NOTE: BULLET LISTS PREFERRED**