



## **SAND DOLLAR REGISTRATION GUIDE**

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**2026 Sand Dollar Title Sponsor**

**Borelli Construction of Naples**

## **Statement of Purpose**

The Sand Dollar Awards recognize and celebrate the highest level of achievement in building, design, sales, and marketing across Collier and Lee Counties. Presented annually by the Collier Building Industry Association (CBIA) Sales and Marketing Council (SMC), this prestigious program honors the industry's top builders, developers, architects, remodelers, designers, trades, and marketing professionals. Earning a Sand Dollar Award represents the pinnacle of excellence and distinction within the local building industry.

## **Eligibility & Requirements**

- ❖ **Membership Status:** Entrants must be current CBIA members in good standing.
- ❖ **SMC Membership:**
  - Marketing Categories (30-43): Company must maintain an active CBIA Sales & Marketing Council (SMC) membership
  - Sales Categories (44-48): Individual entrant must hold an active SMC membership
- ❖ **SMC dues:** \$100 per individual/year
- ❖ **Entry Form:** The 2026 Entry Registration Form must be completed and submitted by the stated deadlines
- ❖ **Project Location:** All entries must be located within Collier or Lee Counties (no exceptions)
- ❖ **Eligibility Period:** Projects must be completed between May 1, 2025, and April 30, 2026 (excluding Category 48)
- ❖ **Eligibility Restrictions:** Previous-year winners may not re-enter the same category, except for Categories 19 and 44-48
- ❖ **Licensing:** Entrants must hold all required state and/or county licenses applicable to each category entered
- ❖ **Entry Limit:** Maximum of 35 entries per member company
- ❖ **Submission:** All entries must be submitted electronically through the CBIA-designated platform

## **CATEGORIES 1-48 OVERVIEW**

### **PRODUCT DESIGN AWARDS**

- 1: Product Design of the Year/Single Family Homes
- 2: Product Design of the Year/Multi Family Homes
- 3: Best Architectural Design
- 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 Design
- 10: Best Flooring Design
- 11: Best Master Suite
- 12: Best Kitchen Design
- 13: Best Single 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**

- 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, Synagogue)
- 29: Best Commercial Remodel

### **MARKETING AWARDS**

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

### **SALES AWARDS**

- 44: Salesperson of the Year
- 45: Team of the Year
- 46: Sales Manager of the Year
- 47: Marketing Director of the Year
- 48: Community of the Year

# 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



## **Judging Information**

- ❖ **Virtual judging:** Will take place July 27–31, 2026, and will be conducted entirely online with all materials submitted digitally for review.
- ❖ **Incomplete entries:** Are not judged, and no refunds will be provided.
- ❖ **Judge Panel:** Each entry is evaluated on its own merit by qualified, impartial judges from outside the Collier and Lee County region.
- ❖ **Scoring Criteria:** Entries are evaluated using a 1–5 point scoring system and must achieve a minimum of 75% of total possible points to qualify for an award. All scores remain confidential.
- ❖ **Judging Policy:** Judges' decisions are final. They reserve the right to disqualify any entry that fails to provide required materials or does not meet the established judging criteria.

## **Key Dates & Deadlines:**

- ❖ **Registration Period:** April 10 – May 29, 2026
- ❖ **Early Registration:** April 10 – May 22, 2026 (payment required)
- ❖ **Late Registration:** Deadline May 29, 2026 (payment required)
- ❖ **Bulk Pricing:** Applies to Early Registration only (April 10 – May 22, 2026)
- ❖ **Final Submission Deadline:** All entry materials must be uploaded by midnight, June 26, 2026
- ❖ **Workshop:**  
**May 14, 2026 | 10:00–11:00 AM | CBIA Office**  
Reservation required: Awards@cbia.net  
Covers submission process and a behind-the-scenes look at the entry portal
- ❖ **Sand Dollar Awards Gala:** Saturday, September 19, 2026 | The Ritz-Carlton, Naples (Beach Resort)
- ❖ **Sponsorship Opportunities Due:** August 3, 2026
- ❖ **Virtual Judging:** June 27–31, 2026
- ❖ **Entries not completed by this deadline will be disqualified and are non-refundable**

## **Fees & Policies:**

- ❖ **Early Registration Fee:** \$250 per entry (due by May 22, 2026)
- ❖ **Bulk Pricing (Early Registration Only | April 10 – May 22, 2026):**  
11–15 entries: \$2,750  
16–20 entries: \$4,000  
21–25 entries: \$5,250  
26–35 entries: \$6,500 (maximum)
- ❖ **Late Registration Fee:** \$350 per entry (due by May 29, 2026)
- ❖ **Refunds:** No refunds or exchanges after June 26, 2026
- ❖ **Disqualified Entries:** Non-refundable; entries should be carefully reviewed prior to submission

## **Login & Submission Information**

- ❖ **Login information:** Login credentials will be provided by CBIA staff upon receipt of your Entry Registration Form.
- ❖ **Getting started:** Visit [2026.SandDollarAward.com](http://2026.SandDollarAward.com) and access your dashboard.
- ❖ **Dashboard:** The dashboard displays all categories (1–48). Select the appropriate category by clicking the blue section. Use the “+” icon to expand and view available categories.
- ❖ **YOUR Award Entries:** Submitted entries will appear at the bottom of the dashboard. Depending on your screen resolution, you may need to scroll down to view them.
- ❖ **Photo Requirements:** Photos must be a minimum of 1920 x 1080 pixels at 96 dpi.  
**Size:** Files must be JPEG or JPG format only, with a maximum size of 5MB per image.  
**The total number of required photos:** varies by category—refer to individual category guidelines.  
**Photo upload:** Upload 1–2 photos at a time and save frequently. Do not upload all photos at once, as this may prevent your entry from saving and result in lost information.
- ❖ **Branding requirements:**  
**Categories 1-29:** All materials, including photos, tours, and videos, must be unbranded.  
**Categories 30-48:** Branded materials are permitted, including photos, tours, and videos.
- ❖ **Floor Plan/Blueprints/Community Map:** Required where applicable. Submit as one combined document (8.5" x 11") in JPEG, JPG, or PDF format, with a maximum file size of 5MB.
- ❖ **Marketing Statements:** A marketing statement is required for each entry (unless otherwise specified). It should address the judging criteria, target market, project objectives, any unique constraints or opportunities, and highlight the entry’s distinctive features. Do not include your company name, except in categories 30–48.
- ❖ **Total Entries Submission:** Must match your Entry Registration Form. If you need to add or remove an entry, contact the CBIA staff at [Awards@cbia.net](mailto:Awards@cbia.net).
- ❖ **Additional Entry Requirements:** Each category includes specific required questions, as applicable, such as project name, square footage (under air and total), pricing, costs, scope of work, and other relevant project details.
- ❖ **SAVE THIS ENTRY:** (green button) to store your progress until you are ready to submit.
- ❖ **Final Submission:** Selecting “Yes, I am ready to submit this entry” will finalize your submission to CBIA staff, and no further edits can be made.
- ❖ **Publishing Rights and Liability:** By entering the Sand Dollar Awards, entrants grant CBIA the right to publish and reproduce winning entries across CBIA, FHBA, and NAHB platforms, as well as in trade and consumer media. Winning entries will be featured on [www.SandDollarAward.com](http://www.SandDollarAward.com). Entrants are responsible for securing all photography and media rights; CBIA assumes no liability.

## PRODUCT DESIGN AWARDS: CATEGORY 1-15:

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

*(Does not apply to category 2)*

(Home entered based on the retail sales price)

Under \$1,000,000

\$1,000,001 - \$3,000,000

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

\$3,000,001 - \$5,000,000

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

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

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

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

\*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:** 1-6 mandatory (1-Main photo - used at Gala) | 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:** 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, creative use of space and integration of plan design. NEW CONSTRUCTION ONLY.

**SUBCATEGORY:** Builder

Multi-family dwelling refers to any unit attached to other units.

### CATEGORY 3: BEST ARCHITECTURAL DESIGN

#### USE TO DETERMINE PRICING CATEGORY TO ENTER (3):

(Home entered based on the retail sales price)

Under \$5,000,000

\$5,000,001 - \$10,000,000

\$10,000,001 - \$20,000,000

\*Additional pricing categories in increments of \$10 million over \$20,000,001.

**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-Main photo - used at Gala) | 7-10 optional.

**JUDGING CRITERIA:** A balance of aesthetics (form), functionality, innovation, and sustainability.

**SUBCATEGORY:** Associate • 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.

**SUBCATEGORY:** Associate • Builder

## PRODUCT DESIGN AWARDS: CATEGORY 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 - \$3,000,000

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

\$3,000,001 - \$5,000,000

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

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

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

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

\*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:** 1-6 mandatory (1-Main photo - used at Gala) | 7-10 optional.

### USE TO DETERMINE PRICING CATEGORY TO ENTER (5-10):

(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

## 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

## 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

## 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

## CATEGORY 9: BEST CLOSET 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

## CATEGORY 10: BEST FLOORING DESIGN

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

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

## CATEGORY 11: BEST PRIMARY SUITE (Including Primary Bedroom and Primary Bath)

**JUDGING CRITERIA:** Overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness, and effectiveness of interior merchandising.

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

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

## CATEGORY 12: BEST KITCHEN DESIGN

**JUDGING CRITERIA:** Overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness, and effectiveness of interior merchandising. If applicable, it includes cabinetry and countertops and lighting. For remodeling, the project should be a total redesign and/or reconstruction.

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

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

## CATEGORY 13: BEST SINGLE FEATURE

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (13):**

(Price entered based on specialty feature cost).

Under \$50,000                      \$100,001-\$300,000

\$50,001 - \$100,000              \$300,001 - \$500,000

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

**JUDGING CRITERIA:** Overall architectural design/creativity, floor plan function and design, innovativeness, livability, appropriateness, and effectiveness of the interior merchandising (if applicable to the project).

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

**Photo requirements:** 1-6 mandatory (1-Main photo - used at Gala) | 7-10 optional.

## CATEGORY 14: BEST CLUBHOUSE (EXTERIOR AND/OR INTERIOR)

**JUDGING CRITERIA: Exterior:** Architectural exterior design, outdoor space planned for traffic flow. The clubhouse's overall ability to meet the community's needs and the amenity package offered.

**Interior:** Overall interior architecture, design appeal, function, creative use of space, and integration of plan design.

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

**Photo requirements:** 1-6 mandatory (1-Main photo - used at Gala) | 7-10 optional.

## CATEGORY 15: BEST SALES CENTER

**JUDGING CRITERIA:** Overall exterior design, unique features, and architectural design elements as it relates to specific target market and community needs.

**SUBCATEGORY:** Associate ▪ Builder ▪ Developer

**Photo requirements:** 1-6 mandatory (1-Main photo - used at Gala) | 7-10 optional.

## INTERIOR DESIGN AWARDS: CATEGORIES 16-21

### **USE TO DETERMINE PRICING CATEGORY TO ENTER (16-17):**

(Home entered based on the retail sales price)

Under \$1,000,000

\$1,000,001 - \$3,000,000                      \$9,000,001 - \$11,000,000

\$3,000,001 - \$5,000,000                      \$11,000,001 - \$16,000,000

\$5,000,001 - \$7,000,000                      \$16,000,001 - \$21,000,000\*

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

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

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

**Photo requirements:** 1-6 mandatory (1-Main photo - used at Gala) | 7-10 optional.

## 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, and outdoor living area (if applicable).

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

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, and effectiveness of the interior design and merchandising. Use of color, texture, material, lighting, interior space, furniture, accessories, floor coverings, design, and outdoor living area (if applicable).

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

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 and floor coverings design (if applicable).

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

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

Under 5,000sqft

5,001 - 15,000sqft

25,001 - 50,000sqft

15,001 - 25,000sqft

Over 50,001sqft\*

\*(Additional categories created once all entries are 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, and design (if applicable).

## 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, and living area.

## CATEGORY 21: INTERIOR DESIGN OF THE YEAR – REMODEL/ADDITIONS TO BE 50% OF THE HOUSE

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

(Enter by Interior Design Budget)

Under \$250,000

\$750,001 - \$1,000,000

\$250,001 - \$500,000

Over \$1,000,000\*

\$500,001 - \$750,000

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

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

**STYLE OF HOME/PROJECT:** Model Home • Private Residence

**Photo requirements:** 1-6 before | 7-12 after (7-Main photo - used at Gala) all mandatory.

## REMODELING AWARDS: CATEGORIES 22-24

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

(Enter by Remodeling Budget)

Under \$250,000

\$750,001 - \$1,000,000

\$250,001 - \$500,000

Over \$1,000,000\*

\$500,001 - \$750,000

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

**SUBCATEGORY:** Associate • Builder/Remodeler

**Photo requirements:** 1-6 before | 7-12 after (7-Main photo – used at Gala) all mandatory.

## CATEGORY 22: WHOLE HOUSE REMODEL

**JUDGING CRITERIA:** Renovations should have encompassed more than 50% of structural changes.

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

**Note:** It cannot be the same home entered in the Additions or Space Renovation.

## 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 or Space Renovation.**

## 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 or Additions.**

## COMMERCIAL AWARDS: CATEGORIES 25-29

### USE TO DETERMINE PRICING CATEGORY TO ENTER (25-28):

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).

**SUBCATEGORY:** Associate ▪ Builder

**Photo requirements:** 1-6 mandatory (1-Main image – used at Gala) | 7-10 optional.

## CATEGORY 25: BEST OFFICE/COMMERCIAL PARK

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

## CATEGORY 26: BEST OFFICE/COMMERCIAL PROJECT

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

## CATEGORY 27: BEST HEALTHCARE FACILITY

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

## CATEGORY 28: BEST PUBLIC FACILITY (i.e., Church, Fire Station, Governmental Office, School, Synagogue)

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

## CATEGORY 29: BEST COMMERCIAL REMODEL

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

**Photo requirements:** 1-6 before | 7-12 after (7-Main photo – used at Gala) all mandatory.

## MARKETING AWARDS: CATEGORIES 30-43

Marketing Award entries require that the submitting company has current membership with the CBIA Sales & Marketing Council. Sales & Marketing Council membership fee is \$100 per year.

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

**Image requirements 30-35:** 1-3 images (1-Main image – used at Gala)

**Image requirements: 36-40:** 1 main (1-Main image – used at Gala) | Commercial/URL link mandatory.

**Image requirements: 41-43:** 1-4 images (1-Main image – used at Gala) 5-10 optional.

## CATEGORY 30: BEST LOGO

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

## CATEGORY 31: BEST BROCHURE

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

## CATEGORY 32: BEST NEWSLETTER

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

## CATEGORY 33: BEST NEWSPAPER AD

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

## **CATEGORY 34: BEST MAGAZINE AD**

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

## **CATEGORY 35: BEST MAGAZINE**

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

## **CATEGORY 36: BEST TV COMMERCIAL**

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

## **CATEGORY 37: BEST VIDEO PRESENTATION (2 MIN)**

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

## **CATEGORY 38: BEST DIRECT MAIL**

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

## **CATEGORY 39: 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.

## **CATEGORY 40: BEST E-MARKETING CAMPAIGN**

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

## **CATEGORY 41: BEST SPECIAL EVENT**

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

## **CATEGORY 42: BEST SOCIAL MEDIA MARKETING**

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

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

## **CATEGORY 43: 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.

## **SALES AWARDS: CATEGORIES 44-48**

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.

**QUALIFICATION DATES: May 01, 2025 – April 30, 2026 (Except 48)**

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

**Photo requirement – Cat. 44-47:** Mandatory Headshot each entrant (High resolution used Gala)

**Photo requirement – Cat. 48:** Up to 10 images can be submitted (1 Main image – used at Gala)

## **CATEGORY 44: SALESPERSON OF THE YEAR**

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

- ❖ 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.

## **CATEGORY 45: SALES TEAM OF THE YEAR**

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.

**\*ALL AGENTS MUST HAVE A REAL ESTATE LICENSE\***

## **CATEGORY 46: SALES MANAGER OF THE YEAR**

**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.

**MARKETING STATEMENT TO INCLUDE:**

(Entries without a marketing statement will be disqualified – a minimum of 500 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.
- ❖ Mandatory: Submit a 1–2 minute video about yourself, which can include topics on the judging criteria and marketing Statement.

## **CATEGORY 47: MARKETING DIRECTOR OF THE YEAR**

**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).

**MARKETING STATEMENT TO INCLUDE:**

(Entries without a marketing statement will be disqualified – a minimum of 500 words is 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.
- ❖ Mandatory: Submit a 1–2 minute video about yourself, which can include topics on the judging criteria and marketing statement.

## **CATEGORY 48: 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 from entering this category for multiple years.

**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**