



## ***Promotional Award Information***

- 11. Best Direct Mail Piece, Associate**
- 12. Best Direct Mail Piece, Remodeler**
- 13. Best Direct Mail Piece, Developer**
- 14. Best Direct Mail Piece, Volume Builder**
- 15. Best Direct Mail Piece, Custom Builder**

### **Judging Criteria:**

The direct mail piece must have been used in the sales and marketing effort between January 1, 2019 and December 31, 2019. Entries will be judged on strength of communication, design elements, impact, cost effectiveness and results.

### **Materials for Submission Checklist:**

- ☐ Sample direct mail piece. **No photocopies.** Do not mount direct mail piece.
- ☐ Image of direct mail piece in jpeg format
- ☐ Completed Promotional Award Information form
- ☐ Completed Entry form

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### **Additional Entry Information**

\_\_\_\_\_ Category Number

Traffic/Telephone Interest Generated by Entry \_\_\_\_\_

Cost Per Piece \_\_\_\_\_

Number of Pieces Printed \_\_\_\_\_

Number of Pieces Mailed \_\_\_\_\_

Sales Directly Related to Mailing \_\_\_\_\_