

TRIBUTE
2019

RECOGNIZING
**PEOPLE
PLACES
SPACES**

New Homes Sales Awards

SPONSORSHIP OPPORTUNITIES

thenewhomecouncil.com

EVENT DETAILS

THE TRIBUTE AWARDS – PRESENTED BY THE NEW HOME COUNCIL
October 17, 2019 – Meydenbauer Center – Bellevue, WA

5:30pm-6:30pm

Cocktails

6:30pm-7:00pm

Keynote with Meredith Oliver

7:00pm-7:45pm

Dinner

7:45pm-9:15pm

Awards Ceremony



THE LEADERS OF NEW HOME SALES

WHY THE TRIBUTE AWARDS?

The New Home Council recognizes those frontline players who through innovation, creativity and just plain hard work, have carved out success in the past year, day-in and day-out. These sales, construction and marketing teams have shown their stuff. You know who they are. Your teammates who never give up. The agent who inspires their team to new heights. Sales professionals who help customers make one of life's most important decisions. Let's recognize those who bring "game" with fresh ideas, brimming energy, and contagious enthusiasm. From star rookies to lifetime professionals who continue to learn and grow, Tribute celebrates these outstanding achievers every year.

AWARDS CATEGORIES

PROFESSIONAL ACHIEVEMENT AWARDS

1. Rising Star Award
(Designed to recognize new leaders within our industry)
2. Rookie Of The Year
(Less than 2 years of New Homes Sales)
3. Top Producer Awards *(Volume based recognition based on # of units closed. Recognition for homes priced under \$1 Million & over \$1 Million by county)*
4. Marketing Leader
5. Mortgage Leader
6. Escrow Leader
7. Online Sales Counselor
8. Sales Person Of The Year
9. Sales Team Of The Year
10. Sales Manager Of The Year
11. Construction Professional Of The Year
12. Customer Service / Warranty Professional Of The Year
13. Community Outreach
14. Builder Of The Year

TEAM OR PROJECT AWARDS

15. Overall Advertising/Marketing Campaign
16. Special Event
17. Sales Center/Experience
18. Interior Merchandising of a Model Home
- Under 2,500 Sq. Ft. Mortgage Leader
19. Interior Merchandising of a Model Home
- 2,500 To 3,500 Sq. Ft.
20. Interior Merchandising of a Model Home
- 3,500 To 4,500 Sq. Ft.
21. Interior Merchandising of a Model Home
- Over 4,500 Sq. Ft.
22. Outdoor Living Space
23. Product Design of a Single Family Home
- Under 2,500 Sq. Ft.
24. Product Design of a Single Family Home
- 2,500 To 3,500 Sq. Ft.
25. Product Design of a Single Family Home
- 3,500 To 4,500 Sq. Ft.
26. Product Design of a Single Family Home
- Over 4,500 Sq. Ft.
27. Product Design of a MultiFamily Home
- Under 1,500 Sq. Ft.
28. Product Design of a MultiFamily Home
- 1,500 To 2,500 Sq. Ft.
29. Product Design of a MultiFamily Home
- Over 2,500 Sq. Ft.
30. Custom Home Design
31. Community Of The Year

SPONSORSHIP OPPORTUNITIES

- **Be recognized in printed material, publicity and at the event as an industry supporter!**
- **Gain exposure and visibility among top-tier homebuilding executives!**
- **Receive high value in industry exposure for your sponsor dollar!**

WOW SPONSOR \$7,500 EXCLUSIVE

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards Sponsorship covers Keynote & MC for event sponsor page
- Recognition on all Tribute Awards marketing emails

SHOW

- Company representative to briefly address the audience and present a major award during the awards ceremony
- Logo on select ceremony table centerpieces & table number signage
- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 60 second video promotion to appear during the Awards ceremony
- 6 images featured during the ceremony sponsor module (suggest 3 to be company logo messages and 3 to be product images)
- Complimentary VIP-reserved ceremony tickets for a table of 10 (preferred seating in front of room)

POST-EVENT

- Awards Photo Sponsor
- Full page color ad featured in the Tribute Awards Winners Book (online)

LEGENDS SPONSOR \$5,000 EXCLUSIVE

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards sponsor page
- Recognition on all Tribute Awards marketing emails

SHOW

- Company representative to introduce Legend Award Winner
- Company logo projected on ballroom walls
- Company logo on cocktail napkins
- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 4 images featured during the ceremony sponsor module (suggest 2 to be company logo messages and 2 to be product images)
- Up to 4 VIP-reserved ceremony tickets (preferred seating in front of room)

POST-EVENT

- 1/2 page color ad featured in the Tribute Awards Winners Book (online)

RECEPTION SPONSOR \$5,000 EXCLUSIVE

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards sponsor page
- Recognition on all Tribute Awards marketing emails

SHOW

- Company logo projected on ballroom walls
- Company logo on cocktail napkins
- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 4 images featured during the ceremony sponsor module (suggest 2 to be company logo messages and 2 to be product images)
- Up to 4 VIP-reserved ceremony tickets (preferred seating in front of room)

POST-EVENT

- 1/2 page color ad featured in the Tribute Awards Winners Book (online)

SPONSORSHIP OPPORTUNITIES

GOLD SPONSORS \$3,000

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards sponsor page
- Recognition on all Tribute Awards marketing emails

SHOW

- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 4 images featured during the ceremony sponsor module (suggest 2 to be company logo messages and 2 to be product images)
- Up to 8 VIP-reserved ceremony tickets (preferred seating in front of room)

POST EVENT

1/2 page color ad featured in the Tribute Awards Winners Book (online)

CHAMPAGNE SPONSOR \$4,000 *EXCLUSIVE*

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards sponsor page
- Recognition on all Tribute Awards marketing emails

SHOW

- Company logo projected on ballroom walls
- Company logo on cocktail napkins at Champagne Table
- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 4 images featured during the ceremony sponsor module (suggest 2 to be company logo messages and 2 to be product images)
- Up to 6 VIP-reserved ceremony tickets (preferred seating in front of room)

POST-EVENT

- 1/2 page color ad featured in the Tribute Awards Winners Book (online)

BUILDER/BROKER SPONSORS \$2,500

PRE-EVENT

- Logo on The New Home Council/Tribute Awards sponsor page
- Recognition on all Tribute Awards marketing emails
- 2 Complimentary Entry Submittals to Tribute

SHOW

- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 4 images featured during the ceremony sponsor module (suggest 2 to be company logo messages and 2 to be product images)
- Up to 10 VIP-reserved ceremony tickets (preferred seating in front of room)

POST-EVENT

- 1/2 page color ad featured in the Tribute Awards Winners Book (online)

SOCIAL MEDIA SPONSOR \$2,000 *EXCLUSIVE*

PRE-EVENT

- Logo on the The New Home Council/Tribute Awards sponsor page

SHOW

- Company logo included on social media feed
- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 2 images featured during the ceremony sponsor module
- Up to 2 VIP-reserved ceremony tickets (preferred seating in front of room)

POST-EVENT

- 1/2 page color ad featured in the Tribute Awards Winners Book (online)

FRIENDS / VENDOR SPONSOR \$750

SHOW

- Recognition on Awards ceremony walk-in screen
- Recognition in Awards ceremony program
- 1 image featured during the ceremony sponsor module

POST EVENT

- 1/4 page color ad featured in the Tribute Awards Winners Book (online)



A LEGACY OF EXCELLENCE

The 11th Annual Tribute Awards.

The event has gained local and national recognition and is the only New Home Award event in the Puget Sound region. Our builders, sponsors and members have made it possible for us to recognize and honor the best of the best:

- Those who have shown innovation, hard work and years of service.
- As an independent team of industry professionals working together, The New Home Council has become the largest sales and marketing council in the United States.
- Our expansion and growth will continue for 2018.
- Our goal is to be one the voices for the ever-changing new home building industry.
- To provide education, promotion and, of course, recognition.

Join us and be part of our goal of recognizing those who set themselves apart as driven performers.

TEAM PMP & THE NEW HOME COUNCIL

The New Home Council is partnering with TeamPMP to produce and manage the New Home Council and the TRIBUTE Awards event.

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, Greater Charlotte MAME Awards, Dallas McSAM Awards, Denver MAME Awards, Southern California MAME Awards, Bay Area Excellence in Housing Awards. And of course, PMP produced the Seattle MAME Awards for 20 years. We are thrilled to have their expertise to guide and manage the Council and TRIBUTE Competition, Sponsorship and Awards Gala. Look for a streamlined entry process, refreshed categories, updated entry requirements, exciting new sponsorships and expanded recognition of winners.



Lisa & Shane Parish, Peter Mayer Productions

KEYNOTE

POWER UP WITH MEREDITH OLIVER



Meredith is the President and Chief Digital Strategist of Meredith Communications, a digital marketing agency in Raleigh, NC. Meredith Communications is in its eighteenth year delivering digital marketing solutions for home builders such as website design, search engine optimization, and social media marketing.

She holds a Master's Degree in Communication Technology from the prestigious Rollins College and a Bachelor of Arts degree in Psychology from the University of Central Florida.

Meredith is a published author of three books:

1. **FANtastic Marketing:** *Leverage Your Fan Factor, Build a Blockbuster Brand, Score New Customers, and Wipe Out the Competition*
1. **FANtastic Selling:** *The 10 Undeniable Traits of Rock-Star, Top-Producing, Quota-Busting Salespeople*
1. **Click Power:** *The Proven System Home Builders Use To Drive More Traffic, Leads, and Sales*

She holds three professional designations:

- **CSP – Certified Speaking Professional®.** The highest designation conferred by the National Speakers Association.
- **MIRM – Master In Residential Marketing.** The highest marketing designation conferred by the National Association of Home Builders.
- **MCSP – Master Certified Sales Professional.** The highest sales designation conferred by the National Association of Home Builders.

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**PEOPLE
PLACES
SPACES**

New Homes Sales Awards

For information or to secure your sponsorship,
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