



11TH ANNUAL CONFERENCE • OCTOBER 20-22, 2010
COLUMBIA CONVENTION CENTER • COLUMBIA SC

2010

CALL FOR ENTRIES

RECOGNIZING OUTSTANDING ACHIEVEMENT IN THE NATIONAL RETIREMENT (55+) HOUSING, MARKETING & SERVICES INDUSTRY

PURPOSE

The 2010 NARA Awards will recognize those projects and efforts focused on meeting the demands of active, mature adults across the country. Projects will be reviewed and judged on their ability to meet basic project parameters of age-qualified and age restricted housing, such as market demand, aging-in-place design, budget and services. Promotional materials will be judged on originality, design flair, creativity and ability to meet targeted objectives. (Age-qualified means that a community is designed at least partly with a 50+ person in mind and has features that appeal to an older consumer. Included, of course, are all communities restricted to people 55+).

ELIGIBLE ENTRIES

To be eligible for most of the 2010 NARA Awards, the age qualified/ age restricted community must have completed construction and be operational after January 1, 2010. Awards for the "Proposed Project" communities shall have completed the design phase of the construction documents or shall currently be under construction. Project owners, developers, architects, design professionals, operators, marketing consultants and contractors are welcome to submit awards applications. Award winners will be announced at an awards ceremony on October 21, 2010 at the 2010 NARA Conference to be held in at the Columbia Conventional Center in Columbia SC. www.retirementlivingnews.com

DEADLINE

All entry applications, fees and photographs must be received not later than 12 noon on Wednesday, September 22, 2010. The deadline is final. The entry form (appears at the end of this Call for Entries) and appropriate entry fees must be mailed in advance to NARA Awards, P.O. Box 11968, Charlotte, NC 28220. Please make entry fees payable to NARA. If you have any questions, call the NARA offices at (888)742-7362 or fax your inquiries to (704)631-4629. All entry materials will become the property of NARA and will not be returned.

ENTRY FEES

\$65 per category per entry.

A separate entry form must accompany each submission.

JUDGING

Each entry will be judged by a panel of distinguished and experienced members of the active adult housing, homebuilding and and/or retirement housing industry. Judges will consist of NARA participants and speakers who have been engaged in the industry. Gold, Silver and Honorable Mention Award winners will be announced and recognized at the 2010 NARA Conference at an awards reception. All winners will be notified in advance and are encouraged to be present at the awards presentation.

**Note: Gold, Silver and Honorable Mention Awards may or may not be awarded in every category, at the discretion of the Judging Committee and NARA Officials and based on the number of submittals.*

SUBMISSION MATERIAL

Below, please find the required materials to include with each submission. All fees for each entry must be received before the final deadline.

ENTRY CATEGORIES

(PLEASE CIRCLE THE NUMBERS OF ALL THAT YOU WILL BE ENTERING)

Design/Build Awards:

1. Best Overall Active Adult/Retirement Community
2. Small Active Adult/Retirement Community (200 units or less)
3. Best Large Active Adult/Retirement Community (more than 200 units)
4. Best Proposed Active Adult/Retirement Community
5. Best Proposed Clubhouse/Community Center
6. Best Clubhouse/Community Center
7. Best Remodeling and/or expansion of an existing Community
8. Best Proposed Continuing Care Retirement Community (CCRC)
9. Best Continuing Care Retirement Community (CCRC)
10. Best Home Design
11. "Green" Home/Development Award (Best Use of Green Building Techniques)
12. Best Amenities in an Active Adult/Retirement community

Marketing/Advertising Awards:

1. Best Logo
2. Best Community Brochure
3. Best Direct Mail Piece/Overall Direct Mail Campaign
4. Best Black and White Print Advertisement
5. Best Color Print Advertisement
6. Best Radio Commercial
7. Best Television Commercial
8. Best Sales Center
9. Best Design Center
10. Best Special Promotion/Event
11. Best Website Targeting 55+ Consumer

Special Recognition:

Best Active Adult/Retirement Industry Sales and Marketing Professional

Entries must include the following:

Design/Build Awards

1. *Completed Entry Form and Entry Fees.*
2. *Description of your project.* This must include a location plan, showing the site in relation to its surroundings. Also include a layout plan, with north point and scale clearly marked and showing the relationship of the project buildings to all other buildings and landscaping on the site. The extent of the project should be outlined in red.
3. *Photographs* of the existing project (if available) to the extent that judges get a good feel for all phases of the development and the scope of the development.
4. *A 300-word summary of the development,* including aesthetics, building process, amenities and any other thought process that was considered in producing a superior project.

Marketing/Advertising Awards

1. *Completed Entry Form and Entry Fees.*
2. *Three samples of the advertisement, including video, tape or print advertisement.*
3. *A 300-500 word description of how the advertisement was used, what objectives were sought and what results were achieved.*

Special Recognition Award

Best Active Adult/Retirement Sales and Marketing Professional in the Carolinas award entries must include the following:

1. *Completed Entry Form and Entry Fees.*
2. *A 350-500 description of the objectives met, results achieved and accomplishments gained while this person has worked for his/her organization.* Any anecdotal evidence supporting this person, including obstacles overcome, growth in his/her position and exceptional effort committed to being successful is encouraged. This award will be given based on achievement that is deemed exceptional for the industry, company and the development.

NARA Awards
 P.O. Box 11968 • Charlotte, NC 28220
 (888) 742-7362 • Fax your inquiries to (704) 631-4629



2010 Awards

ENTRY FORM

Name _____
 Title _____
 Organization _____
 Address _____

 City _____
 State _____ Zip _____
 Phone _____
 FAX _____
 E-mail _____

Method of Payment:

CREDIT CARD
 I authorize payment by credit card:
 VISA Mastercard American Express
 Credit Card # _____
 Expiration Date: Month/Year _____

Print name as it appears on card

Billing Address (if different than above)

Signature

My check for \$ _____ for _____ entries into the NARA AWARDS contest is enclosed.

Please mail check and entry to: 2010 NARA Awards
 P.O. Box 11968
 Charlotte, NC 28220