



MILWAUKEE

REMODELER OF THE YEAR

SELECT YOUR BEST PROJECTS

REMODELING AND MARKETING/ADVERTISING

Every NARI Milwaukee contractor has projects to be particularly proud of, whether it's a residential kitchen or bath, a damaged home that was restored to its former beauty, a spacious deck and landscaping project, a state-of-the-art home theater system, or even a brochure or advertisement created for your firm. Now is the time to show off your best work of the past year by entering the 2018 Remodeler of the Year Awards.

You can enter each category on behalf of your firm or as a team, with the general contractor making the submission and providing the names of all NARI member subcontractors and suppliers involved in the project.

Winners will be announced at the annual awards banquet on Friday, January 18, 2018, at the Remodeler of the Year Awards Gala to recognize award-winning projects.

See your award-winning projects profiled in print and media and displayed at NARImilwaukee.org. There will also be a display at the 57th Annual NARI Milwaukee Home Improvement Show, as well as opportunities for exposure throughout the year! Your project could also end up on the cover of local magazines!

Winners will be selected by an impartial panel of judges comprised of peer experts from another NARI Chapter.

IMPORTANT DATES

AUGUST CONTEST IS OPEN

THURSDAY, SEPTEMBER 13, 8:30 AM – SEMINAR

**WHAT JUDGES LOOK FOR IN A CONTEST SUBMISSION AND
HOW TO SUBMIT YOUR PROJECT ONLINE**

MONDAY, OCTOBER 29 11:59 PM – PROJECT SUBMISSIONS DUE

*****PLEASE NOTE, THERE WILL BE NO DEADLINE EXTENSIONS THIS YEAR.**

FRIDAY, JANUARY 18, 2019 – REMODELER OF THE YEAR AWARDS GALA



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BENEFITS OF WINNING A ROTY

As a 2018 Remodeler of the Year Award winner, NARI Milwaukee members will receive the following benefits:

- An award to display at the award-winning company's office and at shows.
- Inclusion on the NARI Milwaukee website in the ROTY area of the site.
- Inclusion in a news release distributed to print, radio, and television media throughout southeastern Wisconsin.
- Inclusion on signs listing the award-winning projects displayed at the 2018 Spring Home Improvement Show.
- Inclusion in the 2018-19 NARI Milwaukee *Resource Guide*.
- Potential inclusion of completed project photo in association television ads and magazines.
- Use of the project entry submission with prospective clients.
- Option to submit same format to the NARI National COTY awards.
- ...and more!



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SHOW OFF YOUR WORK

Consider your best project(s) between December 1, 2016 - October 28, 2018 and submit them into the Remodeler Awards and the National CotY Awards. Each project entry is \$175.

Remodeling Category

- Residential Kitchen
- Residential Bath
- Residential Addition
- Residential Interior
- Residential Interior Element
- Residential Exterior
- Residential Exterior Element
- Basement
- Entire House
- Green - Residential Interiors
- Green - Residential Exteriors
- Green - Entire House/Addition Projects
- Residential Historical Renovation/Restoration
- Disaster Restoration Fire/Water (NARI Milwaukee Only)
- Disaster Restoration Structure (NARI Milwaukee Only)
- Commercial Exterior
- Commercial Interior
- Commercial Specialty
- Landscaping

Advertising/Marketing Category

- Print Advertisement
- Brochure
- Radio Commercial
- Television Commercial
- Direct Mail Piece
- Social Media
- Overall Marketing Campaign
- Website Design



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MARKETING CATEGORIES INFO PACKET

ENTRY RULES/RECOMMENDATIONS

- Only NARI members in good standing are eligible to participate.
- The entrant company needs to be the NARI member that had complete oversight and supervisory responsibilities for the work completed (not applicable for specialty entries). Other NARI member companies that worked on the project may be included as Team Members (see below).
- The project finish date must be between December 1, 2016 - October 28, 2018.
- Entry fees can be paid by credit card at the program site or by check to NARI Milwaukee. All fees must be received by October 29. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- The same project may only be entered in one category.
- The Awards Committee and Judges reserve the right to disqualify, adjust the category, or deduct points from any entry that does not follow these rules and guidelines, without prior notice.
- All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.

Grounds for Disqualification

1. If an entry is more than 30 pages.
2. Failure to include the completed Agreements and Forms
3. If a project has been entered in more than one category.

Presentation of Awards

1. Judging will take place in the fall of 2018. Projects that receive recognition will be notified by mail with a special notice in their invitation to the Awards Banquet in January.
2. Awards will be announced and presented to all winners at an Awards Banquet to be held on Friday, January 18, 2018.



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ADVERTISING/MARKETING CATEGORIES

These will NOT be submitted online but to the NARI Milwaukee Office.

1. The first page of your entry should be the completed Promotional Agreement. This sheet will be removed prior to judging. **THE COMPANY NAME CAN APPEAR ON THE ADVERTISING AND MARKETING MATERIALS SUBMITTED.**
2. Summary of advertising/marketing objective:
 - A. Explain the reason(s) for selecting the media outlet used and the goals of the program.
 - B. Describe innovative design and/or copy ideas.
 - C. Provide measured results of the advertising/marketing campaign.
3. Enclose sample of advertising/marketing piece:
 - A. If an ad, include tearsheet or affidavit of broadcast
 - B. If a website design, include printouts of the home page, other key pages of the site, and the website address.
4. Presentation options can include mounting on a board not to exceed 22" x 28" or in a 1" binder. Do not exceed 15 pages, front and back, or 30 pages one-sided, for samples and text.



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ADVERTISING/MARKETING CATEGORIES (NARI MILWAUKEE ONLY)

Print Advertisement

Recognizes a print ad completed by and/or for a NARI Milwaukee member. Advertisements will be judged on idea execution, copy, layout/design, and productivity. A copy of the ad mounted on a board should be included.

Brochure

Recognizes a brochure completed by and/or for a NARI Milwaukee member. The piece will be judged on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the brochure mounted on a board should be included.

Website Design

Recognizes a Website design completed by and/or for a NARI Milwaukee member. The Website will be judged on creativity, effective representation of the product and/or service available, idea execution, ability to navigate the site, copy, layout/design, and use of multi-media components. Website address must be listed on entry.

Television Commercial

Recognizes a television spot completed by and/or for a NARI Milwaukee member. The ad will be judged on creativity, effective representation of the product and/or service available, idea execution, copy, graphics, and use of multi-media components.

Radio Commercial

Recognizes a radio spot completed by and/or for a NARI Milwaukee member. The ad will be judged on creativity, effective representation of the product and/or service available, idea execution, copy, and use of music and/or sound effects.

Direct Mail Piece

Recognizes a direct mail piece completed by and/or for a NARI Milwaukee member. The piece will be judged on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the direct mail piece mounted on a board should be included.

Overall Marketing Campaign

Recognizes a series of marketing and/or advertising materials including, but not limited to, print ads, radio ads, TV ads, billboard, direct mail, and collateral materials that present a common theme completed by and/or for a Milwaukee/ NARI member. Advertisements will be judged on idea execution, copy, layout/design, graphics, music/sound effects, and productivity. Marketing pieces will be evaluated on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the ads and collateral materials mounted on a board should be included.

Social Media

Recognizes use of social media by and/or for a NARI Milwaukee member including, but not limited to Facebook, Twitter, LinkedIn, Pinterest, and Houzz. The program will be judged on creativity, effective representation of the company, idea execution, copy, and use of multi-media components.

(NARI Milwaukee Only) Denotes a NARI Milwaukee Only category. Check eligibility for National CotY Awards.



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JUDGING CRITERIA - ADVERTISING/MARKETING CATEGORIES (NARI MILWAUKEE ONLY)

All Categories	Points 1-10
1. Idea/Concept Execution	_____
2. Copy	_____
3. Layout/Design	_____
4. Productivity	_____
5. Effective Representation of the Product or Service Available	_____
6. Use of Graphic Elements	_____
7. Overall Appearance	_____
8. Use of Music and/or Sound Effects (Radio and TV Only)	_____
9. Ability to Navigate the Site (Website Design Only)	_____
10. Use of Multi-Media Components (Website Design and Social Media Only)	_____

Comments:



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PROMOTIONAL AGREEMENT FOR ADVERTISING/MARKETING

NARI Milwaukee
11815 W. Dearborn Avenue
Wauwatosa, WI 53226

Enclosed is my entry for the 2018 Remodeler of the Year to be entered in the category selected below.

I agree that should my entry be selected as a winner, all promotions, advertisement literature, business stationery, or related use by myself or my company, firm, or corporation, wherein the award is mentioned, will clearly state the title of the award, the category, and the year in which the award was given.

I understand that NARI Milwaukee, Inc. will assume no responsibility for loss of, or damage to, any materials submitted.

ADVERTISING/MARKETING (circle a category)

Print Advertisement*	Radio Commercial*
Brochure*	Direct Mail Piece*
Website Design*	Social Media*
Television Commercial*	Overall Marketing Campaign*

*Denotes "Wisconsin Only" category. Check eligibility for National CotY Awards.

Circle If: Single Entry Team Entry

Signed _____

Printed Name and Title _____

Company Name _____

Address _____

City/State/Zip Code _____

Phone _____



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ROTY SUBMISSION CHECKLIST

- Have you completed, signed, and included the Promotional Agreement (Marketing & Advertising)
- Have you included a narrative outlining the work completed and answered the questions that relate to the judging criteria?
- Have before and after photos with captions depicting the work completed on the project been included?
- Is the entry limited to 30 pages?
- Have you had other company staff review the entry to ensure it is complete and that the company name does not appear within the submission?
- Is the entry being submitted by the Monday, October 29, 2018 deadline?

For questions or more information, contact the NARI Milwaukee office at 414-771-4071.



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NARI MILWAUKEE LOCAL ACHIEVEMENT AWARD NOMINATION FORM

NARI Milwaukee members are invited to nominate a member for a Local Achievement Award that recognize members for their efforts on behalf of the association and the home improvement and remodeling industry.

The following awards will be presented at the association's annual awards dinner on Friday, January 18, 2018:

Gordy Ziglinski "Spirit of Education" Award: recognizes excellence in training and education in the industry in general, and NARI Milwaukee in particular.

Mary Fox-Hagner Lifetime Achievement Award: presented to a member who has been in the remodeling industry for at least 20 years and a member of NARI for at least seven years.

Government Affairs Award: honors a member who has actively pursued the legislative interests of the professional remodeling industry.

Professionalism Award: recognizes a member who has shown exceptional leadership, devotion, dedication, and accomplishment through their efforts to promote NARI as a professional organization on the local level.

Distributor of the Year: honors a member company that has demonstrated a strong commitment to NARI, the remodeling industry, and to our community.

Bill Bobrowitz Image Award: recognizes someone who has contributed to the enhancement of the industry's image.

Media Outlet of the Year: recognizes a media organization that assists NARI Milwaukee in its effort to provide home improvement and remodeling consultation and resources to consumers throughout the area while enhancing the association's image and presence in the community.

Affiliate Organization of the Year: honors a member company – not directly in the home improvement and remodeling industry – which has assisted the local association in its business activities and enhanced its operations.



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ROTY LOCAL ACHIEVEMENT AWARD NOMINATION FORM

Please complete the information below and submit the nomination to the NARI Milwaukee office, 11815 W. Dearbourn Ave. Wauwatosa, WI 53226 or 414-771-4077 (fax) by Monday, October 29. For questions or more information, call NARI Milwaukee at 414-771-4071.

Nominating Person:

Company:

Nominee:

Company:

Award Category:

This individual/company deserves this award because...
