



## ENTRY RULES, CATEGORIES AND CRITERIA

### MARKETING AWARDS

1. Best Project Branding & Identity, Mid/High-Rise
2. Best Project Branding & Identity, Low-Rise
3. Best Organic Social Campaign
4. Best Brochure, Mid/High-Rise \*
5. Best Brochure, Low-Rise\*
6. Best Site Signage
7. Best Website
8. Best Short Video (<45 sec.)
9. Best Long Video (>45 sec.)
10. Best Rendering, Mid/High-Rise
11. Best Rendering, Low-Rise
12. Best Amenity Rendering, Mid/High-Rise
13. Best Home Interior Rendering, Low-Rise
14. Best Home Interior Rendering, Mid/High-Rise
15. Best Experiential Marketing Campaign
16. Best Advertising Campaign (Paid Media) *(Pinnacle)*
17. Best Overall Marketing Campaign *(Pinnacle)*

### ARCHITECTURAL/DESIGN AWARDS

18. Best Suite Design (900 sq ft or less)
19. Best Suite Design, Large (>900 sq ft)
20. Best Innovative Suite Design
21. Best Model Suite
22. Best Mid-Rise Building Design *(Pinnacle)*
23. Best High-Rise Building Design *(Pinnacle)*
24. Best Single-Detached House Design
25. Best Single-Detached House Design, Large
26. Best Semi/Townhouse Design
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28. Best Model Home

### PEOPLE & SALES

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31. Best Presentation Centre
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37. Angelo DelZotto Fearless Innovator Award *(Pinnacle)*
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*(not a submission category)*

### PINNACLE

39. Best International Project of the Year
40. Project of the Year, Mid/High-Rise
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42. People's Choice Award  
*(not a submission category)*
43. Best New Community -Built
44. Best New Community - Planned/Under Development
45. Green Builder of the Year, Mid/High-Rise
46. Green Builder of the Year, Low-Rise
47. Home Builder of the Year, Mid/High-Rise
48. Home Builder of the Year, Low-Rise

[www.bildawards.com/myawards](http://www.bildawards.com/myawards)

**Entries must be submitted by 5:00 p.m. on Friday, April 16, 2021**



## **BILD AWARDS ENTRY RULES AND INFORMATION**

### **ELIGIBILITY**

The 41st annual BILD Awards pertain to projects or phases of projects on the market in the GTA as of January 1, 2020 and prior to the submission deadline of April 16, 2021, with the exception of category number 44 “Best New Community – Built”.

New purpose-built rental developments are permitted, if the first lease of a unit occurs on or after January 1, 2020 and/or prior to the submission deadline of April 16, 2021.

**Award finalists and winners must be BILD members in good standing to be recognized.**

### **DEFINITIONS**

- “**Low-Rise**” refers to projects which contain single-family, semi/townhouse or stacked townhouse, whether they are freehold or condominium
- “**Mid-Rise**” refers to all projects which contain stacked townhouse, apartment or mixed-use buildings from four to 11 storeys
- “**High-Rise**” refers to projects 12 storeys or greater

### **ELIGIBILITY - GEOGRAPHICAL BOUNDARIES**

For an entry to be eligible for judging the project must be located within the province of Ontario, and be submitted by a BILD member, with the exception with the Project of the Year (#40 and #41), which must land within the GTA proper (Durham Region, Halton Region, Peel Region, Simcoe Region, York Region and Toronto). For Best International Project of the Year (#39), an entry must be made by a BILD member and outside the province of Ontario.

### **ELIGIBILITY - PROJECT PHASES**

If a project has won in the same category for the same phase then they are ineligible to win in the same category again. If a project has not won in a category, and they continue to have units for sale or lease, they may submit again. A project with the same phase cannot be listed as a finalist or win in any category.

Additionally, if a builder is submitting a project phase that has distinct towers, or new unique suite or home design under the same project banner as a previous entry they are also eligible.

### **JUDGING**

BILD will appoint independent judges who will determine up to three (3) finalists in each non-pinnacle award category and four (4) finalists in each pinnacle award category. Standard awards are scored by a minimum of three (3) judges and pinnacle awards are scored by a minimum of four (4) judges.

Judges score each submission independently based on the criteria and only confer when adjudicating a tie. Judges will determine a single winner in each category. Names of finalists may be released in advance.

Each award is judged on five (5) criteria which are equally weighted, except for Categories #33-37, which are judged on unique criteria.



## RECOGNITION POLICY

PLEASE be certain to acknowledge all key contributors in a specific entry. For example, if an ad agency or an architectural member submits a sales office, each should acknowledge the others contribution where applicable. Accuracy of spelling and information submitted is the responsibility of the submitter. Please note that any content submitted as part of the nomination may be used in promotional materials by BILD.

## ENTRY FORMAT

All entries must be submitted online. The online submission tool enables you to save entries as draft allowing you to resume the submission process and edit before finalizing and submitting payment. You can edit your entry after completing the payment process until the submission tool is closed.

Each entry must fulfill the submission requirements as defined. Some categories have specific requirements so be sure to read the description and criteria carefully and ensure that all required materials are uploaded or delivered to BILD's office by the deadline to complete the entry.

Physical entries should be sent to: 20 Upjohn Road, Suite 100, Toronto, ON, M3B 2V9.

BILD reserves the right to disqualify incomplete entries without notice or refund.

All entries must be submitted by 5:00 p.m. on **Friday, April 16, 2021.**

## ENTRY FEE AND DEADLINES\* *\*Only online credit card payments will be accepted.*

- \$65 plus HST per submission: Marketing, Architectural/Design, People & Sales Awards
- \$300 plus HST per submission - Pinnacle Awards
- Categories 33-37 - \$0.01
- Category 42 - no fee; based on Project of the Year finalists.

## INFORMATION

For further information contact Tiffany Kohl at [tkohl@bildgta.ca](mailto:tkohl@bildgta.ca) , 416-391-3446.



## NAVIGATING THE ONLINE SUBMISSION TOOL

Visit [www.bildawards.com](http://www.bildawards.com) and locate the online submission tool under the Submissions Tab. You can log on to the tool by using your BILD Member username and password (Note: the password field is case sensitive).

There are two tabs at the top of the navigation screen: Drafts and Completed. All your entries are listed in either of these tabs. To start a new entry, select the “Create New Submission” button.

Entries will remain as “Drafts” until they are paid for and submitted for judging. To submit, click the check box next to the entry and hit the “Submit” button. If a red dot appears instead of the check box, please review the entry for missing elements.

Once submitted, the entries will be transferred automatically to the “Completed” section. **Only completed entries will be judged.** You may edit draft or completed entries until the submission deadline.

To proceed to the payment option, you may select the checkbox (one or several at a time) and press the “Submit” button and enter your payment information. Only “Completed” entries will be judged.

## PHOTO IMAGES AND UPLOADS

**You must attach a minimum one image with each entry.** Only high resolution digital photos will be accepted. Please ensure all photos and floorplans are in JPEG format and are a minimum 2,000 pixels wide (or tall for vertical images). **Do not use special characters or symbols in the file name.**

The **size upload limit** is 5MB. Larger files cannot be uploaded.

**Do not** submit images that have borders, frames, logos, or watermarks.

Your uploaded images will appear together in your “images gallery” and will then need to be “attached” to the specific entry. **Uploading images is not enough: make sure you attach the appropriate images to your entry.**

If taking your own photos, set quality to the highest option but do not use digital cameras below 3 megapixels. Do not submit web photos which are only 72 DPI. For privacy reasons, people or identifying objects must not appear in any photos (with the exception of professional models and/or talent). **These images may be used to promote you and your company in the event of a victory. Make them look as if you intend to use them in your own marketing material.**

A company logo file is required to be uploaded to the gallery once. You can then attach it to the appropriate entry. Please do so in the “Logos” section of the submission format.

When uploading floor plans, please ensure that the project name, model name and square footage are clearly labeled.

**Do not** combine multiple images into one file. *Exception: showcasing your website or social media work on various hardware (laptop, mobile, tablet) within one image is permitted.*



## **CATEGORIES AND CRITERIA**

### MARKETING AWARDS

#### 1. **Best Project Branding & Identity, Mid/High-Rise**

This award recognizes the graphic and creative elements of a marketing campaign for a mid/high-rise development. The submissions will be judged based on the brand's overall graphic appeal, brand cohesion, and project positioning.

In the description box explain the creative rationale behind the project name, logo, typography, tone of copy, imagery, graphic elements and treatments. In addition to the visual aesthetic share the brand positioning and copy narrative developed to connect with the target audience. Show examples of how the brand demonstrated a cohesive narrative through all promotional elements and communication platforms (print, website, social, ad campaign etc.). Identify the target audience, the brand positioning, key differentiators, main messages and visual brand identity and how these all contributed to the creation of a cohesive overall brand approach. If available, you may include a copy of the brand identity package or brand story book. (Maximum 1500 words)

**IMPORTANT:** Please include with this submission a copy of the creative assets to support the brand strategy.

#### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Graphic Cohesion
- Strength of Brand Positioning Statement
- Target market relevance



## 2. Best Project Branding & Identity, Low-Rise

This award recognizes the graphic and creative elements of a marketing campaign for a low-rise development. The submissions will be judged based on the brand's overall graphic appeal, brand cohesion, and project positioning.

In the description box explain the creative rationale behind the project name, logo, typography, tone of copy, imagery, graphic elements and treatments. In addition to the visual aesthetic share the brand positioning and copy narrative developed to connect with the target audience. Show examples of how the brand demonstrated a cohesive narrative through all promotional elements and communication platforms (print, website, social, ad campaign etc.). Identify the target audience, the brand positioning, key differentiators, main messages and visual brand identity and how these all contributed to the creation of a cohesive overall brand approach. If available, you may include a copy of the brand identity package or brand story book. (Maximum 1500 words)

**IMPORTANT:** Please include with this submission a copy of the creative assets to support the brand strategy.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Graphic Cohesion
- Strength of Brand Positioning Statement
- Target market relevance

## 3. Best Organic Social Campaign

This award recognizes the best organic social media campaign to help sell a new residential or mixed-use development or builders' brand. The social campaign should demonstrate a robust content strategy through a multi-channel approach.

In the description box share the content strategy and how it was seamlessly executed through a variety of social platforms including posts, stories, blogs and video. The submissions will be judged on the campaign's ability to garner new followers, engage the intended target audience through shares, comments, reposts and conversation using a robust mix of social platforms and blog articles. Provide metrics to support the effectiveness of the campaign which can include impressions, engagement rate, and follower growth. (Maximum 1000 words)

**IMPORTANT:** Please provide URL link to the social channel or channel(s) to make the judging process easier.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Copy and CTA
- Effectiveness/response/results



#### 4. Best Brochure, Mid/High-Rise

This award recognizes the best sales brochure for a builder/developer or new residential or mixed-use mid/high-rise development.

In the description box explain the brochure's concept, its effectiveness/response/results, and provide any additional information about the brochure and how it meets the judging criteria. **Digital brochures or flip books are permitted.** (Maximum 500 words)

**IMPORTANT:** A physical copy of the brochure (if applicable) must be send to BILD before the submission deadline and reference your submission number. **If entering a digital brochure or flip book, please provide a URL for download in the website address field.**

#### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Content
- Effectiveness/response/results

#### 5. Best Brochure, Low-Rise

This award recognizes the best sales brochure for a builder/developer or new residential or mixed-use low-rise development.

In the description box explain the brochure's concept, its effectiveness/response/results, and provide any additional information about the brochure and how it meets the judging criteria. **Digital brochures or flip books are permitted.** (Maximum 500 words)

**IMPORTANT:** A physical copy of the brochure (if applicable) must be send to BILD before the submission deadline and reference your submission number. **If entering a digital brochure or flip book, please provide a URL for download in the website address field.**

#### CRITERIA

The award will be judged on five criteria:

Concept

- Creativity
- Layout and design
- Content
- Effectiveness/response/results



## 6. Best Site Signage

This award recognizes excellence in project signage and can include any combination of signage used to promote a project and/or direct purchasers to a sales office or site such as billboards, A-frames, hoarding, etc.

In the description box explain signage concept, its effectiveness/response/results, and provide any additional information about the signage and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Content
- Effectiveness/response/results

## 7. Best Website

This award recognizes the best website for a new residential or mixed use development or developer, which can include project micro-sites, campaign landing pages or corporate websites.

In the description box explain the website's concept, how the user experience was designed to optimize results and provide an intuitive web experience. Explain the overall goals of the website and how the design and navigation help to achieve the set-out objectives. Please expand on additional information about the website. For a landing page, how it contributed to the campaign conversion or engagement goals, a corporate site how it tells the corporate story and creates awareness, and for a project website, how it was built and designed to garner lead conversion. Include metrics and analytics such as number of registrations/leads, time on site, number of pages visited, weekly/monthly traffic numbers. (Maximum 1,000 words)

### CRITERIA

The award will be judged on five criteria:

- Concept and creativity
- Navigation and ease of use
- Design and visual appeal
- Content
- Effectiveness, results and analytics





## 8. Best Short Video

This award recognizes the best short video, **45 seconds or shorter**, created to help sell a new residential or mixed-use development or a builders' brand.

In the description box explain the concept and strategy for the video, quantifiable core business objectives and how your video performed against these objectives. Identify KPIs that prove your video delivered impact.

Provide any additional information about the video, including how it was appropriate for the target market and how it meets each of the judging criteria. (Maximum 1,000 words)

**IMPORTANT:** Please link to a web-quality streaming version to make the judging process easier, as well as a link to a downloadable high-res version.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Content
- Target market relevance
- Effectiveness/response/results

## 9. Best Long Video

This award recognizes the best short video, **45 seconds or longer**, created to help sell a new residential or mixed-use development or a builders' brand.

In the description box explain the concept and strategy for the video, quantifiable core business objectives and how your video performed against these objectives. Identify KPIs that prove your video delivered impact.

Provide any additional information about the video, including how it was appropriate for the target market and how it meets each of the judging criteria. (Maximum 1,000 words)

**IMPORTANT:** Please link to a web-quality streaming version to make the judging process easier, as well as a link to a downloadable high-res version.

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Content
- Target market relevance
- Effectiveness/response/results



## 10. Best Rendering, Mid/High-Rise

This award recognizes the best exterior of a mid-rise or high-rise development, and how well it showcases the development's design and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results

## 11. Best Rendering, Low-Rise

This award recognizes the best exterior of a low-rise development, and how well it s showcases the development's design and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results



## 12. Best Amenity Rendering, Mid/High-Rise

This award recognizes the best amenity rendering of a mid-rise or high-rise development, and how well it showcases the development's amenities or community amenities which will be delivered as part of the project, and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results

## 13. Best Home Interior Rendering, Low-Rise

This award recognizes the best home interior rendering of a low-rise development, and how well it showcases the home's interior design and amenities which will be delivered as part of the home, and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results



#### 14. Best Home Interior Rendering, Mid/High-Rise

This award recognizes the best home interior rendering of a mid/high-rise development, and how well it showcases the home's interior design and amenities which will be delivered as part of the unit, and the effectiveness of the rendering as part of the marketing program.

In the description box explain the effectiveness/response/results of the rendering and provide any additional information about the rendering and how it meets the judging criteria. (Maximum 500 words)

##### CRITERIA

The award will be judged on five criteria:

- Image composition
- Contextual representation
- Architectural accuracy
- Visual appeal
- Effectiveness/response/results

#### 15. Best Experiential Marketing Campaign

This award recognizes the best use of an experiential marketing campaign to promote real life connections through experience and events. The focus of this award is to demonstrate a unique strategy around IRL (In-Real Life) experience where builders and developers are challenged with creating out of the box events to engage their target audience. Examples may be through the use of Social Influencers, a lifestyle event series, PR/Guerrilla marketing tactics, media engagement etc. These events may use lifestyle experiences as an avenue to connect with their target audience and will undoubtedly reflect an innovative approach to a lead generation campaign.

In the description box explain the purpose, concept and strategy for the marketing initiative; describe what makes it innovative and unique; outline the initiative's effectiveness/response/results; and provide any additional information about the innovation and how it meets the judging criteria. (Maximum 1,000 words)

##### CRITERIA

The award will be judged on five criteria:

- Concept and creativity
- Strategy
- Uniqueness
- Innovation and use of technology
- Effectiveness/response/results



## 16. Best Advertising Campaign (Paid Media) (Pinnacle Award)

This award recognizes the best a paid media advertising campaign for a builder/developer or a new residential or mixed-use development. Print/Digital ads of any size and format (Facebook, Google Display, IG, Youtube, Twitter, Programmatic or other paid social channel), broadcast (radio and television) and out of home ads are eligible. This may include a series of ads that demonstrate the campaign advertising strategy. The submissions will be judged based on the brand continuity, ability to connect with the intended audience and impact of the ad's messaging and call to action.

In the description box explain the ad's concept including the purpose of the ad, the rationale for ad placement, how the ad told a story and made the reader act. Support for the ad's effectiveness may include campaign metrics such as ad placement, reach, time frame, CPA, # of impressions, conversions and any other information about the ad and how it meets the judging criteria. (Maximum 1000 words)

### CRITERIA

The award will be judged on five criteria:

- Concept
- Creativity
- Layout and design
- Copy and CTA
- Effectiveness/response/results

## 17. Best Overall Marketing Campaign (Pinnacle Award)

This award recognizes the best overall marketing campaign for a builder or new development. The winning campaign will be an example of excellence in integrated marketing and will demonstrate strong graphic language and brand cohesion, an engaging content strategy, a powerful lead generation campaign, immersive Sales Centre experiences, appealing brochure storytelling etc. . To be eligible, campaign elements must have been submitted in at least three **(3)** other BILD Award marketing categories.

In the description box explain the purpose, concept and strategy for the campaign; outline the campaign's effectiveness/response/results; and provide any additional information about the campaign and how it meets the judging criteria. Show examples of a mix of media assets describing how the various marketing channels were effective both in the use of budget and ability to engage target audience. (Maximum 1,500 words)

### CRITERIA

The award will be judged on five criteria including:

- Strategy
- Concept
- Creativity
- Use of budget
- Effectiveness/response/results



## ARCHITECTURAL/DESIGN

### 18. Best Suite Design

This award recognizes the best architectural design for a suite 900 sq. feet or smaller in a mid-rise or high-rise development. To be eligible, a minimum of six (6) suites of the same designs must be available for sale within the development.

In the description box explain the design of the suite, how it demonstrates excellence in functionality and use of space, how it is unique and relevant to its target market; how it provides value to the homebuyer and builder, if it increases choice for entry-level home buyers and the sales price of the unit. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

### 19. Best Suite Design, Large

This award recognizes the best architectural design for a suite in a mid-rise or high-rise development. This award is open to suites larger than 900 sq. feet.

In the description box explain the design of the suite, how it demonstrates excellence in functionality and use of space, what makes it unique and relevant to its target market; how it provides value to the homebuyer and builder, and the sales price of the unit. (Maximum 500 words)

#### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value



## 20. Best Innovative Suite Design

This award recognizes excellence and innovation in the design of a suite that showcases creative use of space and functionality. This award is open to all suites mid-rise or high-rise developments.

In the description box explain the design of the suite, how it is unique and innovative, demonstrates excellence in functionality and use of space, how it provides value to the homebuyer and builder, and/or addresses a unique demographic or specific needs in the marketplace, and the sales price of the unit. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Use of space
- Innovation
- Uniqueness of design and functionality
- Target market relevance
- Value

## 21. Best Model Suite

This award recognizes the best model suite for a mid-rise or high-rise development.

In the description box explain how the suite demonstrates excellence in use of space and budget, describe the components and how they are successfully brought together to create a sales presentation that is relevant to the target market. (Maximum 500 words). **Virtual model suites are permitted, provided they render the complete unit, including materials and furnishing descriptions (not a single room or component).**

**IMPORTANT:** A floor plan of the model suite and its price per square foot must be included in the submission.

### CRITERIA

The award will be judged on five criteria:

- Use of space and budget
- Furnishing and accessories
- Materials and finishes
- Use of colour, texture and wall treatments
- Target market relevance



## **22. Best Mid-Rise Building Design (Pinnacle)**

This award recognizes excellence in the architectural design of a mid-rise building (4 to 11 storeys).

In the description box explain the concept behind the design; describe how it exemplifies creativity; outline how it optimizes its site and land area, compliments its surroundings and integrates into its neighbourhood; and provide information about its practicality and value for builders. (Maximum 1,000 words)

### CRITERIA

The award will be judged on five criteria:

- Site planning and use of land
- Creativity
- Ground level and neighbourhood integration
- Aesthetic appeal
- Practicality and value

## **23. Best High-Rise Building Design (Pinnacle)**

This award recognizes excellence in the architectural design of a high-rise building (12 storeys or higher).

In the description box explain the concept behind the design; describe how it exemplifies creativity; outline how it optimizes its site and land area, compliments its surroundings and integrates into its neighbourhood; provide information about its practicality and value for builders. (Maximum 1,000 words)

### CRITERIA

The award will be judged on five criteria:

- Site planning and use of land
- Creativity
- Ground level and neighbourhood integration
- Aesthetic appeal
- Practicality and value





## **24. Best Single-Detached House Design**

This award recognizes the best architectural design for a single-detached house in a new development of 15 or more homes. This award is open to a production house of 3,500 sq. feet or less which showcases creative use of space.

In the description box explain the design of the house; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the house. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

## **25. Best Single-Detached House Design (Large)**

This award recognizes the best architectural design for a single-detached house in a new development of 15 or more homes. This award is open to a production house that is larger than 3,500 sq. feet.

In the description box explain the design of the house; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the house. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value



## **26. Best Semi /Townhouse Design**

This award recognizes the best architectural design for a semi-detached house or townhome in a new development of at least 6 units. This award is open to a house of any size.

In the description box explain the design of the house; how it demonstrates excellence in functionality and use of space including lot frontage; how it is unique and relevant to its target market; and how it provides value to the homebuyer and builder, include the sales price of the house. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Use of space
- Uniqueness of design
- Functionality
- Target market relevance
- Value

## **27. Best Innovative House Design**

This award recognizes excellence and innovation in the design of a detached, semi-detached or townhouse that helps provide/increase home choices for entry-level consumers and/or features creative use of space. This award is open to a production house that is in a new development of 15 or more homes.

In the description box explain the design of the house; how it is unique and innovative, how addresses a unique demographic or specific needs in the marketplace (for example: why it a choice for entry-level home buyers or specific homeowner needs); how it demonstrates excellence in functionality and use of space including lot frontage; and how it provides value to the homebuyer and builder, include the sales price of the house. (Maximum 500 words)

### CRITERIA

The award will be judged on five criteria:

- Use of space
- Innovation
- Uniqueness of design and functionality
- Target market relevance
- Value



## 28. Best Model Home

This award recognizes the best model home for a new development.

In the description box explain how the model home demonstrates excellence in use of space and budget, describe the components and how they are successfully brought together to create a model home that is relevant to the target market and how the model contributed to the sales success of the entire project. (Maximum 500 words). **Virtual model homes are permitted, provided they render the complete home, including materials and furnishing descriptions (not a single room or component).**

**IMPORTANT:** A floor plan of the model home and its price per square foot must be included in the submission.

### CRITERIA

The award will be judged on five criteria including:

- Use of space and budget
- Exterior appeal
- Furnishing and accessories
- Use of colour, texture and materials
- Target market relevance



## PEOPLE & SALES

### **29. Best Salesperson or Team, Low-Rise**

This award recognizes excellence in an on-site sales representative or team employed by a BILD builder or broker member.

In the description box explain how the team or candidate demonstrated enthusiasm and dedication, professionalism, commitment to continuous improvement and creativity; and outline the team's or candidate's effectiveness/response/results including information on projects/sites worked on in the past year, current projects, total homes sold, dollar volume, etc. (Maximum 1,000 words)

#### CRITERIA

The award will be judged on five criteria:

- Enthusiasm and dedication
- Professionalism
- Commitment to continuous improvement
- Creativity
- Effectiveness/response/results

### **30. Best Salesperson or Team, Mid/High-Rise**

This award recognizes excellence in an on-site sales representative or team employed by a BILD builder or broker member.

In the description box explain how the team or candidate demonstrated enthusiasm and dedication, professionalism, commitment to continuous improvement and creativity; and outline the team's or candidate's effectiveness/response/results including information on projects/sites worked on in the past year, current projects, total homes sold, dollar volume, etc. (Maximum 1,000 words)

#### CRITERIA

The award will be judged on five criteria:

- Enthusiasm and dedication
- Professionalism
- Commitment to continuous improvement
- Creativity
- Effectiveness/response/results



### 31. Best Presentation Centre

This award recognizes the best presentation centre, for a specific project, or a presentation or sales centre for multiple projects by a builder.

In the description box explain the effectiveness/response/results of the presentation centre, and provide any additional information about the presentation centre and how it meets the judging criteria. (Maximum 500 words). **Virtual presentation centres are permitted, provided they display the complete centre.**

**IMPORTANT:** A floor plan of the presentation centre and its price per square foot must be included in the submission. Sales offices located in a room within a model home are not eligible for this award and should instead be submitted in the best model home/model suite category.

#### CRITERIA

The award will be judged on five criteria:

- Design and layout
- Customer experience, including staff professionalism
- Innovation and use of technology
- Use of budget
- Effectiveness/response/results

### 32. Best Customer Care

This award recognizes the best customer care program or initiative.

In the description box explain the purpose and strategy for the program/initiative; describe what makes it innovative, how it improves the customer experience and demonstrates a commitment to continuous improvement; outline the initiative's effectiveness/response/results; and provide any additional information about the program/initiative and how it meets the judging criteria. (Maximum 1,000 words)

#### CRITERIA

The award will be judged on five criteria:

- Strategy
- Innovation
- Customer experience
- Commitment to continuous improvement
- Effectiveness/response/results



### **33. Riley Brethour Leadership Award (Pinnacle)**

This award is presented to an individual who exemplifies outstanding and consistent professional achievement and/or leadership. The award is named after the late Riley Brethour, founder of PMA Brethour Realty, which today stands as one of North America's largest brokerages.

In the description box explain how the individual demonstrates excellence in his/her field, leadership on a consistent basis, which may include a passion to fearlessly innovate within their industry sector, involvement in improving his or her profession, contributes to the industry and BILD, and is continuing Riley Brethour's legacy with a PMA - Positive Mental Attitude. (Maximum 1,500 words)

#### CRITERIA

Entries will be judged on five criteria:

- Excellence in his/her field
- Exhibiting leadership on a consistent basis
- Involvement in improving his or her profession or industry sector
- Contribution to the industry and BILD
- Continuing Riley Brethour's legacy with a PMA - Positive Mental Attitude



### **34. Stephen Dupuis CSR Award (Pinnacle)**

This award is presented to a member company or individual committed to corporate social responsibility (CSR), also called corporate citizenship.

The Award is dedicated to and named after former BILD President and CEO Stephen Dupuis who passed away suddenly in 2011. Stephen championed many of BILD's charitable community partnerships and BILD's commitment to supporting the communities in which we all live and work.

Applicants are conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental and in the normal course of business, is operating in ways that enhance society and the environment. Applicants take active steps to minimize their environmental footprint and/or provide tangible societal and economic benefits beyond the confines of their enterprise and within the broader community.

In the description box describe the company's or individual's corporate social responsibility in the marketplace, in addition to any philanthropic activity or community work. Provide details of the CSR programs, such as community involvement and development, consumer issues, workplace and fair operating practices, environment practices, ethical sourcing and human rights. Describe the impacts of the program including any quantifiable metrics and provided details on how they influence others to do more for their community, demonstrate industry leadership, and how their efforts contribute to enhancing the reputation of the industry) (Maximum 2000 words)

Supporting materials such as news clippings, website links, photos, and testimonials, may be submitted digitally.

#### **CRITERIA**

Entries will be judged on four criteria:

- Scope or Nature of the CSR program(s)
- Outcome or Impact on the community, environment
- Community involvement, philanthropy, partnership with NGOs or ability of the program to influence others to do more for their community/environment/etc.
- Demonstration of industry leadership/recognition of program by stakeholders/media



### **35. Ignat Kaneff Inspiration Award**

This award is presented to an individual or member company committed to supporting newcomers to Canada by providing them with employment, training, and/or mentorship opportunities.

Applicants demonstrate philanthropy through financial or programming and demonstrate inclusivity for stronger and more diverse Canadian communities.

Applicants are conscious of the kind of impact they are having in their communities and in particular including support of immigrants by providing equal and active employment and integration opportunities, inspiring a philanthropic and community-building spirit in the normal course of business.

Applicants are encouraged to showcase in the description box how they have exhibited leadership in the communities that they work in. For example, by developing specific recruitment programs for immigrants and/or contributing to activities within these communities. Supporting materials such as news clippings, website links, photos, and testimonials, should be submitted digitally.

The award is dedicated to and named after Mr. Ignat Kaneff, Founder of Kaneff Group of Companies who passed away in 2020. Mr. Kaneff's life story was an extraordinary one but was, at its core, a quintessential Canadian immigrant success story. He founded Kaneff Construction in 1956, capitalizing on the post-war suburban housing boom, later expanding into high-rise tower construction and eventually into commercial property developments. He is credited with shaping Mississauga and Brampton's downtown skylines through his signature iconic tall white towers built at breakneck speed in the 70s and 80s. His name is also widely recognized in the golf industry for having raised the standard of publicly available golf in the 90s with the opening of Lionhead Golf Club & Conference Centre. Iggy Kaneff's real estate development legacy is matched only by his vast philanthropic deeds. His \$2,000 gift to the future Mississauga hospital in 1955, the then-largest by an individual, sparked 65 years of a genuine and sustained commitment to philanthropy.

A special quality was Mr Kaneff's ability to inspire, support, push and encourage those around him to reach higher and accomplish more. He genuinely cared about people's life journeys.

Award entries will be reviewed by a special committee organized by BILD's President and CEO, who will determine the successful recipient.

This award is made possible with the generous support of Kaneff family who values support of new Canadians. BILD and Kaneff hope this award will encourage industry wide thought-leadership in hiring, training and recruitment practices.

(Maximum 2500 words)

#### CRITERIA

Entries will be judged on five criteria:

- Demonstration of leadership in immigrant recruitment and integration in the normal course of business; and/or
- Demonstration of inclusive and inspiring opportunities for advancement; or
- Demonstration of an inclusive and inspiring corporate culture which enriches the communities within which the business operates; and
- Demonstration of a proven record of exceptional generosity, through direct financial support, outstanding civic and charitable responsibility; and
- Demonstration of how their example as inspired others to take philanthropic leadership roles within the industry and the communities in which they operate.





### **36. Diversity, Equity and Inclusion Award**

This Award is presented to a member-company that has exhibited leadership in BILD's Diversity, Equity and Inclusion (DEI) program. Through this program, BILD and its members resolve to proactively reduce discrimination, prejudice or racism by facilitating awareness, education and open discussion. The intent of this Award is to acknowledge organizations that have encouraged DEI in their businesses and have woven it into the fabric of their daily activities, the communities they create and our Industry overall.

Applicants stand by a zero-tolerance policy against discrimination, racism or oppression in any form in our industry, workplaces or jobsites. Applicants will be able to showcase their efforts by implementing DEI policies, procedures and/or programs. Specific DEI policies and procedures documentation must be provided as a part of the submission.

Applicants will be encouraged to showcase in the description box how they have exhibited leadership in the communities that they work in. For example, by planning inclusive development projects, through inclusive marketing and advertising materials, developing DEI programs for their future residents and/or contributing to DEI activities within these communities. Supporting materials such as news clippings, website links, photos, and testimonials, should be submitted digitally.

Additional consideration will be given to organizations that have exhibited DEI leadership within our industry by engaging in activities such as leading industry programs or educational/awareness events.

Award entries will be reviewed by BILD's People and Culture Committee who will determine the successful recipient. The successful recipient will be awarded a donation in their name to a DEI charity selected by BILD's People and Culture Committee.

BILD hopes this award will encourage industry wide adoption of DEI initiatives, philosophies and values.

(Maximum 2500 words)

#### CRITERIA

Entries will be judge on three criteria:

- Demonstrate how the company has improved their corporate culture by implementing DEI policies, procedures and/or programs, and/or;
- Demonstrate how the company has shown DEI leadership within our industry, by leading industry programs or educational/awareness events, and/or;
- Demonstrate how the company has exhibited DEI leadership in the communities that they work in.



### **37. Angelo DelZotto Fearless Innovator Award**

This award is presented to a member company committed to pursuing innovation in all its forms: in process, technologies, and products, with the outcome of making positive impacts on people, communities, and business.

Beyond the physical, this award recognizes that innovation is as much about people and things, plus the everyday processes that can be created to better support them; and consequently, the industry and society. Applicants seek to inspire and recognize innovation understanding that the bigger, broader the impact the more powerful the innovation.

Applicants demonstrate the brave and adventurous spirit of Angelo DelZotto who stay true to a vision, or 'just cause', and continue to push through to success. These companies encourage and demonstrate an ongoing commitment and investment in innovation, recognizing that this also means accepting and learning from failure and the need to iterate.

All areas of business and member types within our industry can apply. A company can base their entry on a specific product, process, design, etc. or on their overall approach to embedding innovation as part of their company culture.

Applicants can demonstrate their passion for innovation, in many forms, such as:

- Material, product, technology (e.g. software, environmentally friendlier products/processes)
- Design & planning
- Construction (products or processes)
- Investing and financing
- Partnerships and collaboration (e.g. with local community groups or special local initiatives)
- Thought leadership (e.g. moving the industry forward to adopt new construction practices or policies)
- General Business

Applicants are encouraged to submit a written summary, photographs, and videos (optional) to support their entry. In addition to being assessed on whether a company's innovations or product(s) are truly exceptional and transformative, and are having an active and positive impact on society, nominations are assessed based on the criteria below.

Award entries will be reviewed by a special committee, organized by BILD's President and CEO, who will determine the successful recipient.

This award is made possible with the generous support of Tridel who encourages everyone to challenge the status quo like their founder Angelo DelZotto, who's life was dedicated to being a change-maker for the greater good of the industry and society. BILD and Tridel hope this award will inspire industry wide curiosity and fearless innovation that improves peoples lives and sustains our planet.

(Maximum 2500 words)

#### **CRITERIA:**

Entries will be judge on three criteria:

- Inspiration: What led to this idea and what was the process leading to this innovation? How does your company inspire future innovators?
- Industry Transformation: Is this a totally new concept/product, or one applied differently which labels the innovation as a "game changer" - causing significant disruption from pre-existing conditions? (e.g. size or demographics of a market, appearance of new competitors with similar business models, displacement of some earlier product or service, etc.)
- Impact: Quantifiable demonstration or qualitative measures of the impact the innovation is having because of its successful implementation in the sector, economy, society or culture.



## PINNACLE

### **39. Best International Project of the Year**

This award celebrates the international work of BILD members around the world. Open to any low- mid- or high-rise projects **outside of the province of Ontario**, projects that best combine excellence in design and marketing, and exemplify quality and innovation should be submitted.

The submission must include a site plan (where available), an amenity/main floor plan, marketing collateral and an exterior rendering of the project.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project exemplifies excellence in quality and innovation; highlight the strengths of the project's marketing and how it is relevant to its target market; outline the project's effectiveness/response/results within its local market and provide any additional information about the project and how it meets the judging criteria. (Maximum 1,500 words; up to 10 images and three logos)

#### CRITERIA

The award will be judged on five criteria including:

- Planning and design
- Quality
- Innovation
- Marketing campaign and alignment with target market
- Effectiveness/response/results

### **40. Project of the Year – Mid/High-Rise**

This award recognizes the new mid-rise or high-rise project that best combines excellence in design and marketing, and that best exemplifies quality and innovation. **Projects must be located in the GTA.**

Performance in other categories may be considered when judging. The submission must include a site plan, an amenity/main floor plan, sales centre information and an exterior rendering of the project.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project exemplifies excellence in quality and innovation; highlight the strengths of the project's marketing and how it is relevant to its target market; outline the project's effectiveness/response/results, including total units sold and the sales period; and provide any additional information about the project and how it meets the judging criteria. (Maximum 1,500 words)

#### CRITERIA

The award will be judged on five criteria including:

- Planning and design
- Quality
- Innovation
- Marketing campaign and alignment with target market
- Effectiveness/response/results



## **41. Project of the Year – Low-Rise**

This award recognizes the new low-rise project that best combines excellence in design and marketing, and that best exemplifies quality and innovation. **Projects must be located in the GTA.**

Performance in other categories may be considered when judging. The submission must include a site plan, an amenity/main floor plan, sales centre information and an exterior rendering of the project.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project exemplifies excellence in quality and innovation; highlight the strengths of the project's marketing and how it is relevant to its target market; outline the project's effectiveness/response/results, including total units sold and the sales period; and provide any additional information about the project and how it meets the judging criteria. (Maximum 1,500 words)

### CRITERIA

The award will be judged on five criteria:

- Planning and design
- Quality
- Innovation
- Marketing campaign and alignment with target market
- Effectiveness/response/results

## **42. People's Choice Award**

Finalists for the People's Choice Award will be based on the finalists in the Project of the Year Mid/High-Rise and Project of the Year Low-Rise categories.

In order to be considered for this award, you must provide a 100-word description of the project when you along with your entry for Project of the Year.

Builder or Developer **MUST** be a BILD member in good standing as of February 28, 2021.



### **43. Best New Community, Built**

The award recognizes an outstanding completely built community that embodies the principles of the Province's Places to Grow legislation. In recognition of the industry's leadership in implementing Places to Grow, this award is open to projects/master-planned communities/phases of projects built since Places to Grow was passed in 2005 and to projects that preceded the legislation.

The award is open to all type of communities (high-rise, low-rise, urban, suburban, greenfield, brownfield, mixed use, etc.). Eligible communities must be vibrant and complete communities that make the best use of land and that allows live, work and play spaces; protect, conserve, enhance and wisely use the natural resources of land, air and water; and optimize existing and new infrastructure to support growth.

In the description box explain the concept behind the project and outline the key dates/milestones in its development; describe its planning and design, how it optimized its site and land area and integrated into its neighbourhood; identify how the project is a complete community through its mix of uses and its amenities; highlight the strengths of the community's urban design, environmental, heritage preservation and architecture; and provide any additional information about the project and how it exemplified leadership in smart growth. (Maximum 1,500 words)

#### CRITERIA

The award will be judged on five criteria:

- Site planning and use of land
- Ground level and neighbourhood integration
- Mix of uses and amenities
- Environmental and heritage preservation
- Architecture

### **44. Best New Community, Planned/Under Development**

The award recognizes an outstanding new community or project currently planned or under construction that embodies the principles of the Province's Places to Grow legislation.

The award is open to all type of communities (high-rise, low-rise, urban, suburban, greenfield, brownfield, mixed use, etc.). Eligible communities must be compact, vibrant and complete communities that make the best use of land and that allows live, work and play spaces; protect, conserve, enhance and wisely use the natural resources of land, air and water; and optimize existing and new infrastructure to support growth.

In the description box explain the concept behind the project; describe its planning and design, how it optimizes its site and land area and integrates into its neighbourhood; identify how the project is a complete community through its mix of uses and its amenities; highlight the strengths of the community's environmental and heritage preservation and architecture; and provide any additional information about the project and how it exemplifies leadership in implementing the growth plan. (Maximum 1,500 words)

#### CRITERIA

The award will be judged on five criteria:

- Site planning and use of land
- Ground level and neighbourhood integration
- Mix of uses and amenities
- Environmental and heritage preservation
- Architecture



#### **45. Green Builder of the Year, Mid/High-Rise**

This award recognizes the mid/high-rise builder who best demonstrates outstanding leadership in green building practices.

In the description box describe how the company's site planning, design and construction, demonstrates leadership in green building; identify how the company exemplifies sustainability excellence in resource management and innovation; highlight the company's achievements in green marketing techniques/campaigns/partnership; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

##### CRITERIA

The award will be judged on five criteria:

- Site planning
- Design & construction
- Resource management
- Innovation
- Green marketing techniques/campaigns/partnerships

#### **46. Green Builder of the Year, Low-Rise**

This award recognizes the low-rise builder who best demonstrates outstanding leadership in green building practices.

In the description box describe how the company's site planning, design and construction, demonstrates leadership in green building; identify how the company exemplifies sustainability excellence in resource management and innovation; highlight the company's achievements in green marketing techniques/campaigns/partnership; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

##### CRITERIA

The award will be judged on five criteria:

- Site planning
- Design & construction
- Resource management
- Innovation
- Green marketing techniques/campaigns/partnerships



## **47. Home Builder of the Year, Mid/High-Rise**

This award recognizes the mid-rise or high-rise builder who sets the standard for the rest of the industry through their professionalism and dedication to excellence.

They are a leader in improving the overall image of the industry through their commitment to quality, caring for their customers and staff and contributing to their community.

In the description box explain how the builder exemplifies excellence in design and construction quality, customer care and professional development of staff; outline the company's contribution to the community, the industry and to BILD; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

Performance in other categories may be considered when judging.

**IMPORTANT:** 50% of the score will be based on a survey of the builder's purchasers. You will need to upload a Microsoft Excel file containing the e-mails, names and addresses of **100** recent new home purchasers from your various projects/locales within the last 3 years.

### **CRITERIA**

The award will be judged on five criteria:

- Design and construction quality
- Customer care
- Professional development of staff
- Contribution to the community
- Contribution to the industry and BILD

## **48. Home Builder of the Year, Low-Rise**

This award recognizes the low-rise builder who sets the standard for the rest of the industry through their professionalism and dedication to excellence.

They are a leader in improving the overall image of the industry through their commitment to quality, caring for their customers and staff and contributing to their community.

In the description box explain how the builder exemplifies excellence in design and construction quality, customer care and professional development of staff; outline the company's contribution to the community, the industry and to BILD; and provide any additional information about the company and how it meets the judging criteria. (Maximum 1,500 words)

Performance in other categories may be considered when judging.

**IMPORTANT:** 50% of the score will be based on a survey of the builder's purchasers. You will need to upload a Microsoft Excel file containing the e-mails, names and addresses of **100** recent new home purchasers from your various projects/locales within the last 3 years.

### **CRITERIA**

The award will be judged on five criteria:

- Design and construction quality
- Customer care
- Professional development of staff
- Contribution to the community
- Contribution to the industry and BILD