



# 2023 BIA Icon Awards Marketing Awards Entry Form Categories #1-21

*Please complete team members as applicable to your entry submission. This information will be used for finalist/winners credit and for awards evening.*

**ENTRY NUMBER:** \_\_\_\_\_

<b>Community Name:</b>
<b>Plan Name or Number:</b>
<b>Community Location:</b>
<b>Company Submitting:</b>
<b>Contact Name &amp; Phone #:</b>
<b>Email:</b>

<b>Builder Name:</b>
<b>Email:</b>

<b>Marketing Director</b>
<b>Email:</b>

<b>Associate(s):(architect, interior designer, ad agency, landscape, etc)</b>
<b>Email(s):</b>

ENTRY DEADLINE: July 31, 2023



# 2023 BIA Icon Awards Project Information and Marketing Statement Categories #1-21

## PROJECT INFORMATION

SALES INFORMATION FOR YEAR JANUARY 1, 2021 – JUNE 30, 2023	
Project Location (City)	
Primary Target Market	
Sales Price of Plan or Project	
Square Footage of Plan <i>if applicable</i>	
Date Community Opened for Sales	
Website Address	
Merchandising Cost Per Sq Ft. <i>if applicable</i>	
Sales Success	
Traffic Generated by Ad <i>if applicable</i>	

## MARKETING STATEMENT

In the space below, explain the major marketing objectives of the entry and why you think it deserves an award in the category entered. Identify the target market, any unusual constraints or opportunities which the project presented, and how the marketing objectives were met. Statement to be typewritten, double-spaced, and must not exceed 200 words. ***Do not mention the builder or project name in the statement.***