

CALL FOR SPONSORS



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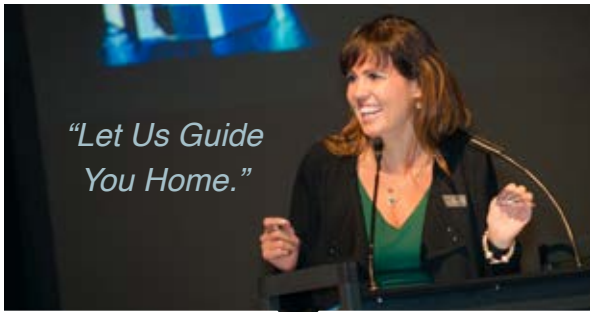


- P R E S E N T -

# TRIBUTE

## 2016 NEW HOME SALES AWARDS





**CALIBER HOME LOANS**  
 NATIONAL BUILDER DIVISION  
 PRESENTS

# PORTRAITS *of* SUCCESS IN NEW HOMES SALES



THE  
 NEW HOME  
 COUNCIL

## CALL FOR SPONSORS

TRIBUTE  
 2016 NEW HOME  
 SALES AWARDS

**NOV. 3**  
 Meydenbauer Center,  
 Bellevue

This year we celebrate the eighth annual Tribute Awards event. 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 2016.

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 champions.

*Deanna Sihon, La'Cee Pahlow, Morgan Swanson and Olivia Schach, Co-Chairs*

THE  
 NEW HOME  
 COUNCIL

The New Home Council is an independent team of industry professionals working together to meet the changing needs of the Home Building Industry through education, promotion and recognition.



## What's New With The TRIBUTE Awards?

### Peter Mayer Productions

The New Home Council is proud to announce its partnership with Peter Mayer Productions to produce and manage the TRIBUTE Awards Program.

Peter Mayer Productions is the nationally known firm responsible for the management and production of the largest building industry awards across the Nation.

For over 40 years, Peter Mayer Productions 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 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.

### 2016 Advisory Board

To ensure we are meeting the needs of the builders in our region, we formed an advisory panel to help us identify ways in which we could improve the Tribute Awards.



*Lisa & Shane Parish, Peter Mayer Productions*

### Master of Ceremonies

*Presented by Meyers Research / Zonda*

#### Timothy P. Sullivan

*Meyers Research LLC, a Kennedy Wilson Company*

Practice Leader of Meyers Research LLC, a Kennedy Wilson Company. Sullivan began his 33-year career in the early '80s researching and helping to conceptualize the creation of "new towns" (now referred to as master-planned communities) after earning his B.A. degree in Economics from University of California, San Diego and an MBA from San Diego State University.

His innovative approach to housing market research originated from early collaborations with Sandy Goodkin and Jeff Meyers. After establishing Sullivan Group Real Estate Advisors, Sullivan rejoined Jeff Meyers in 2013 to help develop the Zonda Database of housing market and sales information and to redefine the Advisory practice for the new organization.

He is the annual Facilitator of PCBC's Leader to Leader Forum, supports the industry as a Master of Ceremonies for regional and national design and sales and marketing awards, and is actively involved with HomeAid, local BIAs, the NAHB and the Urban Land Institute.

## HOW YOU CAN HELP RECOGNIZE THE LEADERS OF NEW HOME SALES

### What Are The Tribute Awards?

After a sold-out debut in 2009, and very successful events from 2010 through 2015, The Tribute Awards continue to be the ONLY awards program to recognize the hard work, innovation, creativity and tenacity in the selling and marketing of new homes.

### When Are The Tribute Awards?

Nominations for the 2016 Tribute Awards begin in Summer 2016 with the gala Tribute Awards event held in November. Leading up to the Awards event, a clock-hour Educational Class attracts the best and brightest of our Industry.

### WHY THE TRIBUTE AWARDS?

The New Home Council and the homebuilders we serve want to recognize those front-line 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.

Tribute has proven to be one of the Puget Sound market's best vehicles for increasing awareness and branding in the real estate and new home industries.

### HOW YOU BENEFIT BY SPONSORING TRIBUTE AWARDS:

- You receive high value in industry exposure for your sponsor dollar
- You are recognized in printed material, publicity and at the event as an industry supporter
- You have exposure and visibility among top-tier homebuilding executives

### AWARDS CATEGORIES

#### PROFESSIONAL ACHIEVEMENTS

1. Obstacles Overcome
2. Rookie of the Year
3. In-House Sales Leader
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. Community Support Builder
13. Builder of the Year

#### TEAM OR PROJECT

14. Website (Builder or Community)
15. Online Campaign
16. Social Media
17. Special Event
18. Sales Center
19. Model Home
20. Outdoor Living Space
21. Home Design, Up To 2,399 Sq. Ft.
22. Home Design, 2,400 To 2,999 Sq. Ft.
23. Floor Design, Over 3,000 Sq. Ft.
24. Custom Home
25. Community of the Year



## SPONSORSHIP OPPORTUNITIES



### **PARTNER SPONSOR \$10,000 Investment** (Sold to Caliber Home Loans)

- 1 reserved VIP table at Tribute Awards Banquet
- Select a representative to present an award of your choice
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- 3-5-minutes of Podium time at the beginning of the program
- May place literature at each place setting
- Recognition in Press Releases to all local media
- Recognition in all Tribute Advertising
- Full-page recognition in Awards Banquet Slide Show
- Recognition on The New Home Council Website, including link to website

### **CLASS SPEAKER SPONSOR** Covers all costs for class speaker (Sold to HomeStreet Bank)

- Presents Class
- 1 reserved VIP table at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- May place literature at each place setting
- Recognition on the NHC Website
- Recognition on all Awards Advertising
- Recognition in Press Releases to all local media
- Full-page recognition in Awards Banquet Slide Show
- Recognition on The New Home Council Website, including link to website

### **PRESENTING SPEAKER SPONSOR** (Sold to Meyers Research/Zonda)

- Presents Keynote Speaker
- 1 reserved VIP table at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- May place literature at each place setting
- Recognition on the NHC Website
- Recognition on all Awards Advertising
- Recognition in Press Releases to all local media
- Full-page recognition in Awards Banquet Slide Show
- Recognition on The New Home Council Website, including link to website

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## SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR \$6,000 Investment

- 6 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Banquet Printed Program
- Recognition in Press Releases to all local media
- Recognition in all Tribute Awards Advertising
- Recognition in Awards Banquet Slide Show
- Recognition on NHC Website, including link

### RECEPTION SPONSOR \$4,000 Investment

(One sold to Wells Fargo)

- 4 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition in Reception Room
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Banquet Printed Program
- Recognition in Press Releases to all local media
- Recognition in all Tribute Awards Advertising
- Recognition in Awards Banquet Slide Show
- Recognition on NHC Website, including link

### GOLD SPONSOR \$4,000 Investment

(One sold to Fusionhappens)

- 4 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Press Release to all local media
- Recognition in all Tribute Awards Advertising
- Recognition in Awards Banquet Slide Show
- Recognition on NHC Website, including link

### SILVER SPONSOR \$3,000 Investment

- 3 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Banquet Slide Show
- Recognition in Press Release to all local media
- Recognition in all Tribute Awards Advertising
- Recognition on NHC Website

Tribute has proven to be one of the Puget Sound market's best vehicles for increasing awareness and branding in the real estate and new home industries.

## SPONSORSHIP OPPORTUNITIES

### BRONZE SPONSOR \$2,000 Investment (Sold to Bank of America, AAA Kartak)

- 2 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition from podium at Tribute Awards Banquet
- Recognition in Awards Banquet Printed Program
- Recognition in Awards Banquet Slide Show
- Recognition in all TRIBUTE Awards Advertising
- Recognition on NHC Website

### PARKING SPONSOR \$5,000 Investment Vehicle and Staff present at Reception

- Special acknowledgement as the provider of parking services
- Sponsor banner displayed throughout Tribute Awards Banquet

### DINNER SPONSOR \$5,000 Investment

- 5 Tickets & Priority Seating at Tribute Awards Banquet
- Recognized for providing the event's food with announcement from podium and recognition at food table, including the option to place a poster easel
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Press Release to all local media
- Recognition in all Tribute Awards Advertising
- Recognition in Awards Banquet Slide Show
- Recognition on NHC Website, including link

### BAR / WINE SPONSOR \$4,000 Investment (Sold to Fairway Mortgage)

- 4 Tickets & Priority Seating at Tribute Awards Banquet
- Special acknowledgement as the provider of the bar service, as well as recognition at bar
- Recognition from podium at Tribute Awards Banquet
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Press Release to all local media
- Recognition in all Tribute Awards Advertising
- Recognition in Awards Banquet Slide Show
- Recognition on NHC Website, including link

### PHOTO BOOTH SPONSOR \$4,000 Investment

- 2 Tickets to Tribute Awards Banquet
- Special acknowledgement as the provider of the photo booth
- Recognition in Awards Banquet Printed Program
- Recognition in Awards Banquet Slide Show
- Recognition in all TRIBUTE Awards Advertising
- Recognition on NHC Website

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## SPONSORSHIP OPPORTUNITIES

### CLASS REFRESHMENTS SPONSOR \$2,500 Investment

- 2 Tickets & Priority Seating at Tribute Awards Banquet
- Special acknowledgement as the provider of refreshments for the class as well as recognition during class
- Recognition in Awards Banquet Printed Program
- Recognition in Awards Banquet Slide Show
- Recognition in all TRIBUTE Awards Advertising
- Recognition on NHC Website

### SOCIAL MEDIA SPONSOR \$2,000 Investment

(Sold to Pacific Ridge Homes)

- Acknowledgement as a Supporter of Tribute 2016 in program
- 2 entries for Tribute Award nominees
- 2 Tickets to Tribute Awards Banquet
- 1 table at clock-hour class
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Tribute Awards Banquet Slide Show
- Recognition in all Awards Advertising
- Recognition on NHC Website

### TABLETOP SPONSOR \$1,500 Investment

(One sold to Chase Bank)

- 2 Tickets to Tribute Awards Banquet
- Company information at each table
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Tribute Awards Banquet Slide Show
- Recognition in all Awards Advertising
- Recognition on NHC Website

### BUILDER/BROKER SPONSOR \$1,500 Investment

(Sold to Lennar, Teambuilder/KW, Solution Partners NW, Shea Homes, Toll Brothers)

- Acknowledgement as a Supporter of Tribute 2016 in program
- 1 entry for Tribute Award nominee
- 1 table at Tribute Awards Banquet
- 1 table at clock-hour class
- Recognition in Tribute Awards Banquet Printed Program
- Recognition in Tribute Awards Banquet Slide Show
- Recognition in all Awards Advertising
- Recognition on NHC Website

Tribute has proven to be one of the Puget Sound market's best vehicles for increasing awareness and branding in the real estate and new home industries.



## SPONSORSHIP OPPORTUNITIES

### PROGRAM SPONSOR \$2,000 Investment

- 2 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition in Awards Banquet Printed Program
- Recognition in Awards Banquet Slide Show
- Recognition in all TRIBUTE Awards Advertising
- Recognition on NHC Website

### FRIENDS/VENDOR SPONSOR \$750 Investment

- 2 Tickets & Priority Seating at Tribute Awards Banquet
- Recognition in Awards Banquet Printed Program
- Recognition in Awards Banquet Slide Show
- Recognition in all TRIBUTE Awards Advertising
- Recognition on NHC Website

**NOV. 3**  
Meydenbauer Center,  
Bellevue



For information or to  
secure your sponsorship  
please email or call:

**Deanna Sihon**

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**La'Cee Pahlow**

*lacee@teambuilderkw.com*

Co-Chairs:

**Morgan Swanson  
& Olivia Schach**