



ENTRY FORM

CATEGORY: Best Marketing Program

Criteria: This category is open to any multifamily marketing program for an existing property or portfolio (rental or for-sale) or new property lease-up or sales program that has proven results. Entries will be judged based on accomplishments in 2016. **Entries Due Monday, June 12.**

Please complete all fields*

1. Tell Us About Your Program:

(complete in full, attaching extra pages as needed)

Name and location of company or property being marketed:

Name of company that conceived the marketing program:

When did you implement your program? _____

Change in occupancy as a result of the marketing program (state time period): _____

Occupancy as of Dec. 31, 2016: _____

Change in rent per square foot from Jan. 1 to Dec. 31, 2016:

Change in leasing/sales traffic from Jan. 1 to Dec. 31, 2016:

Leasing rate: _____

What platforms does the program comprise?
(check all that apply)

- Website
- ILS
- Social Media
- Print brochures
- Print media
- Signage/billboards
- Craigslist
- Mobile
- Other: _____

3. Entry Fees

\$300 for first entry, \$275 for each subsequent entry

- Payment online (you must also submit your entry online)
- Payment by check made out to Multi-Housing News

Total number of entries # _____

Total payment \$ _____

Contact Name: _____

Name of Company: _____

Address:

Email: _____

Telephone: _____

4. Submit Your Entry

ONLINE. Go to <http://mhn.submishmash.com/submit> and follow prompts for submitting payment. Then load the following materials: 1) completed entry form; 2) narrative (“why should you win this award?”); 3) supporting materials if applicable; 4) photo of the community. The system will accept your files in PDF, Word, jpeg and tiff format.

BY MAIL. Assemble a 9-in. by 12-in. binder with plastic sleeves including: 1) completed entry form; 2) narrative (“why should you win this award?”); 3) supporting materials if applicable; 4) photo of the community; 5) check made out to Multi-Housing News. Send your entry, which must be postmarked by June 12, to:
Jessica Fiur, Managing Editor
Multi-Housing News
370 Lexington Ave., Suite 2100
New York, NY 10017

*If you have questions, email jessica.fiur@cpe-mhn.com.

2. Why Should You Win this Award?

On a separate sheet of paper, provide 250-500 words (bullet points are fine) describing the marketing program. Include problem, solution and measurable results (such as change in occupancy). Please attach supporting materials as needed. Judges will look at overall strategy, creativity of marketing plan, and occupancy rate change as applicable.