



October 2009

To: Fox Valley NARI Chapter Member Contractors

Re: Entry Packet - 2010 Level Best Awards

About 11 years ago, the Fox Valley NARI Chapter along with Fox Cities Magazine got together and did a story on a remodeling project in the Fox Cities. The focus of the story was why it was important for the public to be informed of what to look for in quality and professional remodelers. That article was featured in the March issue of Fox Cities Magazine in time for the start of the remodeling season. Hence, Level Best was born.

The Fox Valley NARI Chapter reviewed what NARI National was doing with the CotY Awards and formed the categories for our Level Best Awards to fit our member contractors. The Awards recognize and honor achievements for remodeling projects completed over the past 18 months. Members may enter more than one category. One winner is selected from each category. Please see the official rules for full details.

Judging takes place late January by an anonymous impartial panel of experts from within the remodeling industry and associated fields including a representative from the Fox Cities Magazine. Past judges have included interior design instructors, home designers, architects and experts from the real estate field.

The Level Best Awards are presented to the winners at the February Fox Valley NARI Chapter General Membership meeting. Winners are featured in the March issue of Fox Cities Magazine. The feature includes interviews with some of the homeowners about their remodeling experience and quotes from the judges providing the reader information on what to expect when entering into a similar project.

For as little as \$75 you have an opportunity to be viewed in Fox Cities Magazine with over 50,000 readers learning about your talents, promote your business through the award recognition and proudly display a plaque in your showroom or office!

If you have any questions regarding this program feel free to contact Chris Dearing, Account Executive, Fox Cities and Bay Cities Magazine by telephone at 920-733-7788 or by email at cdearing@foxcitiesmagazine.com.



2010 LEVEL BEST AWARD CONTEST RULES



1. Only Fox Valley NARI Chapter Member Contractors are eligible to enter.
2. The Promotional Agreement (enclosed) must be signed and accompany entry.
3. Entry fee is \$75.00 per entry.
4. You may enter as many categories as you wish. However, only one entry (one project site) in each category is allowed. A project also cannot be submitted for different categories. If multiple entries are received from the same contractor for a single category or the same project is used in different categories, all entries will be rejected. An example of a project entered in more than one category would be whole house entry and bath entry for same house.
5. The **deadline for receipt of entries is Friday, January 15, 2010.**
6. Only entries that have never been submitted to the Fox Valley NARI Level Best Awards may be submitted.
7. The entry for all categories must be an improvement or addition to an existing structure. Entries for new buildings will not be accepted.
8. Project must have been completed within a maximum of 18 months of entry deadline. Each entry must include a proof of project time (examples of proof are final inspection receipt, occupancy notice or home owner's letter).
9. Entries must be submitted with a cover letter on company stationary. However, entries themselves cannot identify the company in any way. No reference to company name, name of employees or officers should appear in the entry, except in the cover letter.
10. Entries must be submitted in a binder not to exceed 11" x 12". Project descriptions are limited to no more than 15 two-sided pages or 30 one-sided pages. Supplements such as blueprints, proof of project date and signature of contract are not included in the page limit.
11. The copy describing the project must include before and after photos of the entire project. Color pictures are preferred. Mount the photos, including short captions explaining each one. Entries can include a more detailed explanation and/or plans describing the entire project. For Categories 1 and 2, Residential Kitchens; and Categories 3 and 4, Residential Bath, only interior photos may be used.
12. The project description may show design details of special problems that were encountered and how they were handled. Special feature and uniqueness of layout should be described.
13. Plans, layouts and other submitted materials will be returned.
14. It will be at the discretion of the judges to judge each entry on its merit, and in the opinion of the judges, a winner may or may not be declared in every category.
15. Judging will take place at a non-disclosed time and location after the January 15, 2010 entry deadline.
16. Awards will be announced at the NARI General Membership meeting in February and will be featured in the March Fox Cities Magazine.
17. Any entry violating any rule will be disqualified.
18. The decisions of the judges are final.



LEVEL BEST AWARD CATEGORIES



Fox Valley NARI Chapter Member Contractors are invited to compete for the prestigious 2010 Level Best Awards in recognition of their achievements in 2009.

Judges will be comprised of an anonymous impartial panel of experts from within the remodeling industry and associated fields including a representative from the Fox Cities Magazine. Winners will be presented their awards at the February Fox Valley NARI Chapter General Membership meeting and will be featured in the March Fox Cities Magazine. **Deadline for entries is Friday January 15, 2010.**

Awards will be presented in the following 12 categories:

1. **Residential Kitchen under \$25,000**
2. **Residential Kitchen \$25,000 and over**
3. **Residential Bath under \$15,000**
4. **Residential Bath \$15,000 and over**
5. **Residential Interior** - Includes such items as, but not limited to, family or recreational room remodeling, attic or basement conversion, etc. Work must be done within existing walls of the residential structure.
6. **Residential Exterior under \$75,000** – Includes such items as additions, dormers, add-a-levels, etc. Work must be added to the existing walls of a residential structure and may not change the footprint or the elevation of the existing structure in more than one area. Multiple additions shall be entered in the Entire House Remodeling category.
7. **Residential Exterior \$75,000 and over** – Includes such items as additions, dormers, add-a-levels, etc. Work must be added to the existing walls of a residential structure and may not change the footprint or the elevation of the existing structure in more than one area. Multiple additions shall be entered in the Entire House Remodeling category.
8. **Specialty Remodeling** – Includes such items as, but not limited to, awnings, patio covers, carports, railings and columns, brick, stone and masonry fireplaces, decks, greenhouse rooms, glass and screen enclosures, vestibules, siding, roofing, insulation, window and door, etc. Work must be done on the residential structure.
9. **Entire House Remodeling** – A project wherein a substantial portion of the entire house, inside and outside, has been completely remodeled or renovated or where the footprint and/or elevation has been changed, as in the case of a fire or water damaged home, etc.
10. **Residential Historical Renovation** – The renovation/restoration of the interior and/or exterior of the house or a compatible addition featuring period design and materials. The house must be at least 50 years old.
11. **Residential Universal Design** – Change in residences that make them useable by people of all ages and all physical capabilities. Projects can include, but are not limited to, accessible entrances, modified floor plans, barrier-free kitchens and baths and use of “smart home” technology. Emphasis will be on using products and designs to create invisible solutions that blend with surroundings.
12. **Commercial Project Remodeling** – Commercial structure involving interior or exterior remodeling.



2010 LEVEL BEST AWARD PROMOTIONAL AGREEMENT
Fox Valley NARI Chapter



Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Telephone: _____

Please select the category(s) you are entering for a Level Best Award(s):

- Residential Kitchen under \$25,000
Residential Kitchen \$25,000 and over
Residential Bath under \$15,000
Residential Bath \$15,000 and over
Residential Interior Remodeling
Residential Exterior under \$75,000
Residential Exterior \$75,000 and over
Residential Specialty Remodeling
Entire House Remodeling
Residential Historical Renovation
Residential Universal Design
Commercial Project Remodeling

Entry fee per category is \$75.00. Categories entered _____ x \$75.00 Enclosed is \$ _____.

I agree that should my entry be selected as a winner, all promotions, advertisements, literature, business stationary, or related use by myself of 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 further understand that Fox Valley NARI Chapter and Fox Cities Magazine will assume no responsibility for loss or damage to any materials submitted.

Signed: _____

Date: _____

Submit entries to Chris Dearing at Fox Cities Magazine:

Fox Cities Magazine
Chris Dearing
P.O. Box 2496
Appleton, WI 54912-2496

Entries can also be dropped off at the Fox Cities Magazine office located at 101 W Edison Ave, Suite 205, Appleton, (across from Pullmans).