

## CATEGORY DESCRIPTION

### On-Site Sales Presentation

#### 41. Low-Rise Project Sales Brochure (1-3 Storeys)

This award recognizes the best sales brochure for an OHBA builder member advertising a new residential low-rise project (1-3 storeys). Virtual sales brochures will be accepted in this category.

*Please note:*

- *All entries remain the property of OHBA*
- *OHBA reserves the right to split the category based on hard copy and digital submissions.*

#### Judging Criteria

- Concept
- Content (via upload)
- Creativity
- Target Market Relevance
- Written Content

#### Requirements – To Enter

- Number of Storeys
- Model Name
- Marketing Budget
- Written Content - Guided Questions ( 200 max words per question )
  - Describe the concept, key messaging.
  - What creative elements were strategically utilized?
  - How was the brochure was designed to reach the target market?
  - Describe how the brochure was developed and distributed within budget.

#### Requirements to Upload

- Project Logo (if applicable)
- Company Logo ( Builder/Developer/Renovator )
- 3 - 5 photos of completed brochure ( Minimum 1500 pixels in height or width. )

#### Hard Copy Requirements

- 5 copies of completed brochure

Please download the below form and follow the instructions to submit your hard copy requirements.

[Download Required Submission Form](#)

## **Who Helped You?**

This is your opportunity to add companies that have helped you with this project. In order for these companies to be recognized, they must be a member of OHBA in good standing as of June 27, 2025. Please name the local HBA(s) of which the companies are current members.

Learn about how to become an OHBA member [ohba.ca/ohba-membership/](https://ohba.ca/ohba-membership/)

By completing this section, be advised that each company that you have given credit to in this submission will become public knowledge and may be publicized in various OHBA marketing materials. In accordance with privacy laws, please ensure that you have obtained permission from each respective company to allow OHBA to use their name and/or logo as a result of your Awards of Distinction submission. If they do not want OHBA to use their name / logo, please do not list them as a credit to company.