



CATEGORIES

- New Community
- Growing Community (*a new phase of a community currently under development*)

PINNACLE

These categories are eligible for the following Pinnacle Award:

- Developer

ELIGIBILITY REQUIREMENTS

The **New Community** must have opened the community's FIRST showhome parade between May 1, 2024 and May 15, 2026 to be eligible. *Winner from 2025 award program is not eligible to enter NEW Community Award* however it can be entered in the Growing Community Award category.

The **Growing Community** must have at least one active showhome parade open between May 1, 2024 and May 15, 2026 to be eligible. This cannot also be entered in NEW Community category. *Winner from 2025 program is not eligible however, finalists from previous years may re-enter as long as the parade is open during eligible timeline.*

By entering this project, you confirm that you have read the Submission Guidelines for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS

- 10-12 showing different perspectives of the community:
 - Community Entrance (2)
 - Showhome Parade (2)
 - Natural Environment/Green Space (2)
 - Community Amenities (2)
 - Signage/Wayfinding (2)
 - Up to 2 additional photos of choice – do not include any home interior photos
- Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
- Maximum image upload size is **5MB**.
- Renderings are not permitted.
- Do not upload duplicate photos.



SUBMISSION REQUIREMENTS

- Company logo (EPS or AI **and** PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- List of builders in community
- Supporting Media: up to three (3) of the following media types – billboard, brochure, direct mail, website, still and video renderings, etc. – demonstrating community vision.
- Community Map - PDF or JPG
- Current Marketing Phase Map - PDF
- One-page summary of architectural guidelines – PDF

PROJECT INFORMATION & SCORING CRITERIA

maximum 150 words for each response

a. Community Vision (20 points)

Describe the overall concept. Scope of the project (full development or phase), including the size of the community, number and kinds of dwellings and other buildings; theme and planning style of the community; target market and the appeal of the community to this market. How are you overcoming the challenges of a new community? (**New Community category only*)

b. Architectural Features (20 points)

Describe the architectural theme of the community. Comment on the features as they relate to your entry. Describe the compatibility and fit of building design within the community; streetscaping, landscaping and other design measures that support the theme and enhance the attractiveness of the development.

c. Signage and Pageantry (20 points)

Describe how it attracts people to the community and parade. What function does the signage have and does it achieve its goal? How does it tie into the community elements?

d. Community Amenities and Special Features (20 points)

Must be existing amenities and special features. Describe other important aspects and features of the community that are aimed at enhancing the lives of residents. Include any special activities by the developer/home builder to foster a community spirit. Preservation of original environmental features; promoting environmental responsibility; integrating the community development into its natural setting and overcoming site constraints.

e. Marketability and Success (20 points)

Describe what made the community successful within the eligibility time period. In reference to the marketing piece(s) supplied, describe how this helped communicate and sell the vision.



CATEGORY

- Showhome Parade

PINNACLE

This category is eligible for the following Pinnacle Award:

- Developer

ELIGIBILITY REQUIREMENTS

Showhome parade must have been actively selling between May 1, 2024 and May 15, 2026 to be eligible.

Winners of the Showhome Parade Award in 2024 & 2025 are not eligible to enter however a parade from a different stage in the same community can be entered.

By entering, you confirm that you have read the Submission Guidelines for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS

- 6-8 showing different perspectives of the showhome parade (ie: entry, signage, variety of homes in the pageantry, landscaping).
 - Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
 - Maximum image upload size is **5MB**.
 - Renderings are not permitted.
 - Do not upload duplicate photos.
 - Do not include any home interior photos.

SUBMISSION REQUIREMENTS

- Company logo (EPS or AI **and** PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- List of builders in community
- Community Map – indicating showhome parade - PDF



DEVELOPMENT

PROJECT INFORMATION & SCORING CRITERIA

maximum 150 words for each response

a. Architectural Theme (30 points)

Describe the overall theme of the community and the elements used to incorporate the theme in the parade.

b. Signage & Pageantry (30 points)

Describe how it attracts people to the parade. What function does the signage have and does it achieve its goal? How does it tie into the existing community elements?

c. Landscaping and Special Features (30 points)

Address the compatibility and fit of landscaping and other design measures that support the theme and enhance the attractiveness of the parade. How does it connect with the target market and style of home?

d. Variety of Product (10 points)

Describe the kinds of dwellings in the parade. Describe the theme and planning style of the parade in how it relates to its target market and the community vision.



CATEGORY

- Community Feature

PINNACLE

This category is eligible for the following Pinnacle Award:

- Developer

ELIGIBILITY REQUIREMENTS

Must be a feature from a community that was actively selling between May 1, 2024 and May 15, 2026.

Previous winners of the Community Feature Award are not eligible to re-enter the same feature however a different feature from the same community can be entered.

By entering this project, you confirm that you have read the Submission Guidelines for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

FEATURE/SPACE (**ONE** element per submission)

The following feature or space is eligible but not limited to:

- Playground
- Art installation
- Park
- Community centre (building only)
- Lake
- Other

Note: A Community Center with a skating rink, garden, and playground must be entered as 4 separate submissions without any reference to the other 3 features in photos or write ups.

PHOTO REQUIREMENTS

- 4-8 showing **ONE** community feature from different perspectives in the community:
 - Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
 - Maximum image upload size is **5MB**.
 - Renderings are not permitted.



SUBMISSION REQUIREMENTS

- Company logo (EPS or AI and PNG)
- Feature Name (to be used in award ceremony)
- Community Name
- City of where the community is located
- Type of Feature/Space
- Artist/Designer (optional)
- List of builders in community
- Community Map - PDF
- Renderings or Streetscape: up to (3) three images that show the community feature in context with the surrounding neighbourhood – PDF or JPG

PROJECT INFORMATION & SCORING CRITERIA

maximum 150 words for each response

a. Purpose & Value to Community (60 points)

Describe the purpose of the shared community feature and how does it add value to the community and residents.

b. Target Audience (30 points)

Describe who benefits the most by the feature. Describe how the feature fosters a sense of place or emotional attachment with that audience.

c. Placement within the Community (10 points)

Describe the compatibility and fit of feature within the community. Describe the location and why it was chosen.



DEVELOPMENT

CATEGORY

- Urban Redevelopment

PINNACLE

This category is eligible for the following Pinnacle Award:

- Developer

ELIGIBILITY REQUIREMENTS

Residential, Mixed Use or Commercial redevelopment must have been completed and made available for sale, occupancy or rental between May 1, 2024 and May 15, 2026. *Previous winners of the Urban Redevelopment Award are not eligible to enter.*

By entering this project, you confirm that you have read the Submission Guidelines for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS

- 4-8 showing different perspectives of the redevelopment. Exterior photos and common areas only (no individual residential suites).
- Plus TWO photos/map/streetscape in relation to existing community.
 - Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
 - Maximum image upload size is **5MB**.
 - Renderings are not permitted.
 - Do not upload duplicate photos.

SUBMISSION REQUIREMENTS

- Company logo (EPS or AI and PNG)
- Redevelopment Project Name (to be used in award ceremony)
- Community Name
- City where the community is located
- List of builders in community
- Site Plan - PDF
- Context Plan – PDF
- Supporting Media: up to (3) three of the following media types – billboard, brochure, direct mail, moving media, audio media, print ad, website, still and video renderings – demonstrating community vision.



PROJECT INFORMATION & SCORING CRITERIA

maximum 150 words for each response

a. Redevelopment Project Vision (30 points)

Describe the overall concept. Scope of the project; theme and planning style of the redevelopment; target market and the appeal to the market and community.

b. Impact of Redevelopment (20 points)

Provide historical context. Comment on how the redevelopment interacts with existing community.

c. Architectural Features (20 points)

Describe the architectural theme of the redevelopment. Describe the compatibility and fit of building design within the community; streetscaping, landscaping and other design measures that support the theme and innovative constructions technology.

d. Redevelopment Project Amenities and Special Features (10 points)

Describe important aspects and features of the redevelopment project that are aimed at enhancing the lives of residents and community. Promoting environmental responsibility; integrating the redevelopment project into the existing community and overcoming site constraints.

e. Marketability and Success (20 points)

Describe what made the redevelopment project attractive. In reference to the marketing piece(s) supplied, describe how this helped communicate and sell the vision.



DEVELOPMENT

CATEGORY

- Community Event

PINNACLE

This category is eligible for the following Pinnacle Award:

- Developer

ELIGIBILITY REQUIREMENTS

The event must have been put on by the developer and taken place in an actively selling community between May 1, 2024 and May 15, 2026 to be eligible.

Winner from 2025 program is not eligible however, finalists from previous years may re-enter as long as the Community Event was held during eligible timeline.

By entering this project, you confirm that you have read the Eligibility Requirements for the BILD Alberta Awards and that you agree to be bound by the conditions set out for the competition.

PHOTO REQUIREMENTS

- 4-8 showing different perspectives of the community event.
 - Images should be a minimum of 2000 px wide and 1000 px high at 72 dpi.
 - Maximum image upload size is **5MB**.
 - Renderings are not permitted.
 - Do not upload duplicate photos.

SUBMISSION REQUIREMENTS

- Company logo (EPS or AI and PNG)
- Community Name (to be used in award ceremony)
- City of where the community is located
- Event Name (to be used in award ceremony)
- Date event took place
- Event budget
- Marketing Materials: up to (3) three pieces that promote the community event – PDF or JPG



PROJECT INFORMATION & SCORING CRITERIA

maximum 150 words for each response

a. Purpose of the Event (40 points)

Describe the purpose of the event. What was the overall goal of the event? Who was the target audience? How many people was it aimed to attract?

b. Marketing Materials (25 points)

Describe how the marketing materials supported the event. How did it tie into the community vision and how is it cohesive with the overall community marketing program?

c. Challenges and Solutions (5 points)

What was the biggest event challenge to overcome and how did you resolve it? Was it logistics, resources, budget, etc.?

d. Outcome and Results (30 points)

How did you measure the overall success of the event? Was the event successful based on the purpose and event goals?