

2012 CHRYSALIS AWARDS ENTRY PACKAGE



ENTRY CATEGORY: _____

TYPE OF ENTRY (Check One)

- SINGLE ENTRY:** One company is entering this project, and will receive full winner benefits if the project wins. ENTRY FEES ARE \$190 FOR THE FIRST SINGLE ENTRY, AND \$150 FOR EACH ADDITIONAL ENTRY.
- TEAM ENTRY:** This project was designed by one company and construction was performed by another. Both companies are entering as equal partners, and both will receive full winner benefits if the project wins. There is no requirement to enter a project as a Team Entry. This is an option for either the design firm or the remodeler. ENTRY FEES ARE \$250 FOR THE FIRST FULL TEAM ENTRY, AND \$175 FOR EACH ADDITIONAL FULL TEAM ENTRY.

COMPANY SUBMITTING THE ENTRY

COMPANY NAME: _____

COMPANY CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

TEAM MEMBER CONTACT INFORMATION **(For Team Entries Only)**

COMPANY NAME: _____

COMPANY CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

CHRYSALIS AWARD ENTRY PACKAGE INSTRUCTIONS

2012 ELIGIBILITY: Projects completed after January 1, 2009 are eligible.

ENTRY DEADLINE: Entries must be received by March 30, 2012. In the event of a deadline extension, you will be notified via email.

ENTRY RETURN FEE: \$20 for the first entry and \$7 for each additional entry.

ENTRY PAYMENTS: Checks only, made to "Chrysalis Awards".

MAIL ENTRIES TO: Chrysalis Awards, 2910 Kerry Forest Pkwy. D4-219, Tallahassee, FL 32309

FORMAT SUGGESTIONS

PHOTOGRAPHY: Only printed photographs will be used during the judging, and you may use as many pages of photography as necessary to best reflect the project.

DIGITAL IMAGES: While Chrysalis does not require that you send a CD with digital images, it is suggested. Winning entries that provide digital images along with the photography will have more photos on the website than entries for which we need to scan the photography.

SAMPLE FORMAT

Chrysalis does not disqualify entries due to format, but for those of you who would like a suggestion about how to present your materials, here is one idea.

After the cover page, insert a large format photo of the best "after" shot on the first right-hand page, just to lead off with a "wow" photo.

After that, insert the pages with your text about the project. The text should be as concise as possible to be sure the judges will read it all.

After the text, begin your "before" and "after" photos. If the photos are large, put the "before" on the left page and the corresponding "after" on the right. If they are smaller format, put the "before" on the left side of the page and the "after" on the right. If you're going vertical, put the "after" on top and the "before" on the bottom.

You can place text next to, or below, the photos if you wish. Please do not place text ON the photo. That can distract the judges from the image you want them to see.

If you are including floorplans (which is always a good idea), put them at the end of the entry.

Keep the number of photos reasonable. If you're addressing multiple rooms in an entry, focus the photography on the most dramatic rooms. "During construction" photos are not necessary unless they display a significant challenge that was overcome. "Before" photos serve to help the judges understand the scope of the project, but you are not required to have one "before" for every "after".

ENTRY INFORMATION

You can provide the answers below, or reformat the questions and answers on a separate page, using your own format.

1. Provide a brief explanation of the purpose, scope and retail price of the project. This section should include the reasons for the project, the desires of the client, and the strategies used to approach the project.

2. Describe any challenges or creative solutions that may have been required. What were the obstacles? What were the design or construction challenges? How did you overcome them?

3. Describe the results of the project. How did you improve things? What did the project accomplish? What was the reaction of the client?

4. 100 word summary of the project. This is a description of no more than 100 words that quickly summarized the questions above. This description will be used, along with selected photos, for winning projects that appear on the Chrysalis website. Keep in mind that the people who will read this are consumers visiting the website, so write it as if you were speaking to a prospective client.

CATEGORY INFORMATION

- 1. Kitchen Remodel:** Understand that the kitchen is all the judges will look at. While other rooms adjacent to the kitchen may be in the photos, the kitchen itself is what matters.
- 2. Bath Remodel:** This is a straightforward category. Our only format suggestion would be to have your photography show as much of the room as possible in as few shots as possible. Small rooms are tough to photograph due to size and lighting issues, so consider this as you put your entry together.
- 3. Addition:** Additions can be either horizontal add-ons or second story additions. They can also be sunrooms. Judges care about the integration of the new space with the old.
- 4. Residential Interior:** This must be a project that is done within the existing walls of the original structure.
- 5. Residential Exterior:** This is for alterations to the exterior of a residential building that do not include the addition of any heated or cooled liveable space to the home. Dormers or bump-outs are fine, but this is really a “facelift” category.
- 6. Detached Outbuilding:** This is for structures that are not attached to the main home. It can include pool houses, detached garage, potting shed, guest house, and we’ve even had a dog house win this category.
- 7. Outdoor Living:** This category can include porches, decks, outdoor kitchens, hardscape, pools, or any combination of things that create a beautiful and practical outdoor living environment.
- 8. Residential Specialty Item:** This includes any project, or part of a project, that is not included in its own Chrysalis category. Examples would be: entryways, cupolas, wine racks, fireplaces, stairways, cabinetry or shelving.
- 9. Whole House Remodel:** This can include either or both exterior and interior remodeling. The defining criteria, is that it involves multiple rooms. Our suggestion is that it should include at least one key room such as a kitchen or bath, but that is not a requirement.
- 10. Residential Historic Renovation:** Typically, the entries in this category represent the remodeling of a home built before 1930 to update it for 21st century living. There is no requirement that the interior or exterior be restored to its original state.
- 11. Residential Universal Design:** A key element of this category is to show a project that does not sacrifice design to accommodate Universal Design principles.
- 12. Best Green Remodeling Project:** This entry should include how your philosophy about green remodeling affected the work. It should address energy efficiency, healthy indoor air quality, durable construction and sustainable material use. It should also include any certifications or test results that support the project.
- 13. Residential Insurance Restoration:** In addition to the “before and after” photography, you should include information on adhering to time and budget schedules, and highlight the challenges of the project.
- 14. Commercial Insurance Restoration:** See #13.
- 15. Commercial Remodel:** This is a very broad category. Keep in mind that our judges are not influenced by the sheer size of a project, but by the creativity displayed.
- 16. Basement Remodel**

CHRYSALIS ENTRY TRANSMITTAL FORM

This must accompany your entry shipment. This form lists the entries and entry fee being submitted. Only one Transmittal Form is needed per shipment.



Company: _____
 Contact Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ FAX: _____
 E-Mail: _____

SINGLE COMPANY ENTRY (One Company is Entering)

First Entry\$ 190.00
 Additional Entries.....# Additional _____ X \$150.00 =\$ _____
TOTAL FOR SINGLE COMPANY ENTRY FEES\$ _____

TEAM ENTRIES (Two Companies Entering)

First Entry\$ 250.00
 Additional Entries.....# Additional _____ X \$175.00 =\$ _____
TOTAL FOR TEAM ENTRY FEES\$ _____

RETURN ENTRY FEE:

Return entry fees are \$20 for the first entry and \$7 for each additional entry you wish to be returned.

TOTAL RETURN FEES:.....\$ _____

TOTAL OF ALL FEES:\$ _____

CHRYSALIS AWARDS
 888-263-5687 | WWW.CHRYSALISAWARDS.COM

ENTRIES SHOULD BE MAILED TO:

Chrysalis Awards
 2910 Kerry Forest Pkwy
 D4-219
 Tallahassee, FL 32309
 Contact Ken Kanline with any questions at:
 Phone: 888-263-5687
 FAX: 850-668-9375
 Email: info@chrysalisawards.com

2012 SUBMISSIONS BY CATEGORY (Check the Categories You Are Entering)

- | | | | |
|---|--|--|---|
| <p>1. Kitchen Remodel
 <input type="checkbox"/> Under \$50K
 <input type="checkbox"/> \$50-\$75K
 <input type="checkbox"/> \$75-\$100K
 <input type="checkbox"/> Over \$100K</p> <p>2. Bath Remodel
 <input type="checkbox"/> Under \$40K
 <input type="checkbox"/> \$40-\$60K
 <input type="checkbox"/> Over \$60K</p> <p>3. Addition
 <input type="checkbox"/> Under \$100K
 <input type="checkbox"/> \$100-\$250K
 <input type="checkbox"/> Over \$250K</p> <p>4. Residential Interior
 Remodeling that is done within the existing walls of a residential structure. <u>WITHOUT ANY CHANGES TO THE EXISTING HEATED AND COOLED SPACE.</u>
 <input type="checkbox"/> Under \$100K
 <input type="checkbox"/> Over \$100K</p> | <p>5. Residential Exterior
 Alterations to the exterior of a residential building that DO NOT INCLUDE THE ADDITION OF HEATED OR COOLED LIVABLE SPACE TO THE HOME.
 <input type="checkbox"/> Under \$100K
 <input type="checkbox"/> Over \$100K</p> <p>6. Detached Outbuilding
 This would include detached garage, potting shed, pool house, guest house...even a dog house.</p> <p>7. Outdoor Living</p> <p>8. Residential Specialty Item
 (Any project, or part of a project, that is not included in it's own Chrysalis category, such as an entryway, cupola, wine rack, fireplace, stairway, cabinetry or shelving.)</p> | <p>9. Whole House Remodel
 This can include both exterior and interior remodeling, interior alone, or exterior alone. The defining criteria is that the project involved multiple rooms in the house.
 <input type="checkbox"/> Under \$250K
 <input type="checkbox"/> \$250-\$500K
 <input type="checkbox"/> \$500K-\$1 Million
 <input type="checkbox"/> Over \$1 Million</p> <p>10. Residential Historic Renovation</p> <p>11. Residential Universal Design</p> <p>12. Best Green Remodeling Project</p> <p>13. Residential Insurance Restoration</p> <p>14. Commercial Insurance Restoration</p> | <p>15. Commercial Remodel</p> <p>16. Basement Remodel</p> |
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