



## Group 4 Call for Entries Community Stewardship

### It's never too early to get started

**Photos:** Gather up to 12 photos to tell your project's story, focusing on "before" and "after" shots.

**Worksheet:** Our GALA worksheet walks you through everything you need to do. Start it anytime and save it on your computer so you can add info as you gather it, as time permits. When you're done, use it to fill in the blanks on the online form. Download your worksheet and get started today!

**Online form:** Once your worksheet is complete, use the information to complete the online GALA entry form. You can copy and paste information from the worksheet into the appropriate places on the form.

Be sure to save the worksheet as a record of your entry. Use what you've written about your project to promote your company in other ways!

### Entering has never been easier







It's all online at [urbanagcouncil.com/gala-group-4](http://urbanagcouncil.com/gala-group-4).

Get the details, download worksheets, read success tips, browse through past winners. When you're ready, fill out the online application and you're done!

### Reap the rewards

Award winners will be honored by their peers at the annual awards banquet and ceremony on Tuesday, March 23, 2021 at Piedmont Park's Magnolia Hall.

#### PLUS:

-  We'll help you promote your winning projects by posting them on our Houzz, Instagram, and Facebook pages and tagging your company.
-  Grand award winners will be featured on UAC's home page.
-  A photo gallery of distinction and grand projects will be added to UAC's website.
-  GALA projects are featured in *UAC Magazine*, on our *Georgia Landscape Pro* consumer blog, and in our *My Home Improvement* magazine ads.
-  A "GALA WINNER" graphic badge will be placed on your company's UAC web profile and you'll get a "GALA WINNER" graphic badge to use on your website, correspondence, and business promotions.
-  We'll give you a press release template to help you spread the word about your winning projects.

# 2021

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## TIMELINE

Early Bird deadline	<i>Save \$50 per entry!</i>
5:00 pm	
Friday, January 15, 2021	
Final deadline for entries	
5:00 pm	
Monday, February 1, 2021	
Judging of entries	
Mid-February 2021	
Notification of awards	
Late February 2021	
Awards banquet & ceremony	
Tuesday, March 23, 2021	
Magnolia Hall at Piedmont Park	

**Award** *Entry submission does not guarantee an award.*

**Community Stewardship** Special designation that **may** be given, at the sole discretion of the judges

## Rules of entry

- Only UAC members in good standing may submit entries (dues must be current).
- There is no limit to the number of entries per company, but:
  - 1) each project can be entered in one category only; and
  - 2) multiple entries for one property address will not be accepted.
- Previous UAC award entries can be resubmitted if new photos are provided, **except:**
  - Projects that previously received a Grand Award cannot be re-entered in the same category.
- The project cannot be owned by the entering company.
- Entries must include a short statement (maximum of 200 words) describing the company's philosophy on community stewardship.

## Judging criteria

1. **Quality of life** (provides an improvement to the lives of those in the community)
2. **Health and safety** (promotes a safe, healthy, and sustainable environment)
3. **Community focus** (contributes to the social and economic well-being of the community)
4. **Service commitment** (shows commitment to volunteerism and service)
5. **Positive outcome** (demonstrates a positive impact on the community)
6. **Goals/objectives** clearly defined and successfully achieved

## Judging procedures

1. **Entries do not compete against each other; they are evaluated using the judging criteria.**
2. Judges may designate multiple entries to receive awards within any category.
3. All entries are judged without knowledge of who entered the project.
4. A panel of professionals representing various aspects of the industry evaluate the entries.
5. All judges' decisions are final.

## Entry procedures

### How to enter

**Step 1:** Read the complete entry details in this document.

**Step 2:** Download the Group 4 worksheet.

**Step 3:** Gather your photographs.

**Step 4:** Use the information from your completed worksheet to complete the online entry form, then upload your photos and the required documents.

**Step 5:** Provide payment information for entry fee of \$125/entry.  
(Register early for \$50 Early Bird discount!)

**Step 6:** Submit your entry!

### Worksheet and entry form

- Download your Group 4 Worksheet: [urbanagcouncil.com/gala-group-4](http://urbanagcouncil.com/gala-group-4)
- Complete and save the worksheet as you gather information. Start early and beat the rush!
- Once your worksheet is complete, use the information to complete the online GALA entry form at [urbanagcouncil.com/gala-group-4-submit-your-entry](http://urbanagcouncil.com/gala-group-4-submit-your-entry). You can copy and paste information from the worksheet into the appropriate places on the form.
- Be sure to save the worksheet as a record of your entry. Use what you've written about your projects to promote your company in other ways!

## Photographs

- Select a minimum of six and a maximum of 12 photos. **Include “before” and “after” photos taken from the same vantage point.**
- Photos may be horizontal or vertical.
- All photos must be digital, in .jpg or .png file format.
- Slides and PowerPoint documents will not be accepted.
- Image size for each photo must be at least 1920 pixels x 1080 pixels.
- The company name must not be visible in any of the photos.
- All photos submitted must be cleared for release upon submission. ***UAC accepts no responsibility for copyrights or photographic fees. All images become the property of Georgia UAC and may be used in news releases, on the association website, and for other promotional purposes.***
- Photos may not be digitally corrected, enhanced, or resolution changed with editing software.
- Rename each photo with the project name and then numbered from 01 to 10.  
Example: jonesresidence01, jonesresidence02, etc.

## Success tips

### Choosing a project to enter

- **Entries are not judged against each other.** Review the judging criteria for Group 4 and make sure you can “sell” the project in each area that will be judged.

### Make your case

- **Pay close attention to the judging criteria.** Use photos and their captions along with the project’s goals and challenges to tell a story and explain why the project deserves an award.

### Photography

- **Photography is the most important part of your entry.** You have a maximum of 12 opportunities to convince the judges that your entry deserves an award.
- **Consider the view from multiple angles** to best capture the project in its entirety.
- **Time of day is important.** The light is always most flattering at dawn and dusk. If you must shoot in the middle of the day, choose an overcast day or use a polarizing filter.
- **“Before” and “after” shots have the most impact.** Take shots from the same angle with some sort of landmark in view to help with visual reference. That makes the transformation easily apparent to the judges.
- **Tell the story with your photos.** Take a variety of shots, some from a distance, some medium and some close-ups for detail.
- **Illustrate your main points.** What are the judging criteria for the category? Make sure your photos give visual evidence of how you excelled in each area.
- **Clean with a fine-tooth comb.** That one stray leaf or scrap of paper jumps off the screen when the image is enlarged and viewed by the judges.
- **Use a tripod.** Most landscapes should be shot with a large depth of field which could mean a slow shutter speed, requiring the stability of a tripod.
- **Keep it simple.** A few strong elements are more interesting than a lot of small facets. If there is too much going on, the eye doesn’t know where to focus and the impact is lost.
- **Consider hiring a photographer.** It would be a shame to misrepresent your project with photos that don’t do it justice. Make sure the photographer understands the story you want to tell - share the judging criteria with the photographer so they can capture the right shots.

## Questions?

**Need help with any part of the application process?**

We’re here to help!

Contact us:

800.687.6949 or

kathy@georgiiauac.com

## Work hard, celebrate harder

You and your crews are used to working long hard hours, but when was the last time you celebrated your success? Take the time to take a bow. The GALA awards are a great way to reward yourself and your employees.

## Mark your calendar!

Early Bird deadline - *Save \$50 per entry!*

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