

ENTRY INFORMATION

2019 PARADE OF HOMES

SUMMER Showcase



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AUGUST 8TH THROUGH AUGUST 25TH
11:00 AM TO 6:00 PM



The Parade of Homes is produced by:

For a better quality of life.



HOME BUILDERS
ASSOCIATION
of
METRO DENVER®

The Home Builders Assoc. of Metro Denver
9033 East Easter Place, Suite 200
Centennial, CO 80112

ABOUT THE PARADE OF HOMES

A longstanding event hosted by the Home Builders Association of Metro Denver, the Denver Parade of Homes is a summer family tradition. The Parade annually showcases upwards of 75 professionally designed model and custom homes, from luxury show homes to attainably priced homes, from innovative to elegant, all located in neighborhoods along the Front Range. Attendees recognize the Parade of Homes not only as an entertainment event, but as “the source” of inspiration for the latest in home building and design trends.

Prices subject to change without notice. Many opportunities are limited in number and are available on a first-come, first-served basis.

HOME ENTRY FEES



PARADE HOME

All new and unlive-in homes are eligible*, including new single-family and multi-family homes, lofts, condo conversions, full-home remodels and coming soon developments.

- 1 home – \$2,995
- 2 homes – \$4,995
- 3-4 homes – \$7,495
- 5-7 homes – \$9,995
- 8-12 homes – \$11,995
- 13 homes – \$12,995
- 14 homes – \$13,995
- 15 homes – \$14,995

16+ homes – Call for special pricing

DREAM HOME – \$4,995

Must be new, unlive-in, base priced at least \$750,000+, fully furnished, landscaped and professionally decorated. (See details on page 6)

| ENTRY LEVEL COMPARISON | PARADE HOME | DREAM HOME |
|--|-------------|------------|
| All new & unlive-in homes are eligible*, including new single-family and multi-family homes, lofts, condo conversions, full-home remodels & coming soon developments | X | |
| Must be new, unlive-in, base priced at least \$750,000+, fully furnished, landscaped and professionally decorated | | X |
| Lead registration and list of leads at end of Parade | X | X |
| Opportunity to participate in weekend events | X | X |
| Additional onsite traffic | X | X |
| Additional website traffic | X | X |
| 6 Photos in the Parade of Homes online profile | X | X |
| Additional media coverage | | X |
| Additional Directional Signs – Two right, two left and two straight arrow signs will be provided to each home (additional available for purchase) | | X |
| Highlighted in Dream Home search functionality | | X |

*If you enter your home as a Parade Home but it meets or exceeds the Dream Home price threshold, the home will be upgraded to a Dream Home and you will be invoiced an additional \$2,000 (the difference in price between a Parade Home and a Dream Home entry fee).

WHO IS ELIGIBLE

HBA members in good standing as of [April 26, 2019](#) and will remain as such through August 26, 2019. A member in good standing does not have an outstanding accounts receivable balance.

HOW TO ENTER

Go online to ParadeOfHomesDenver.com/entries to download home entry form.

Once you have submitted your entry, a user name and login will be emailed to you (from cdahl@hbadenver.com) along with detailed instructions on how to use the online data upload system to upload the required information for your entry's online profile. This is where you can enter any events and builder information, as well.

PARTICIPATING HOME AFFIDAVIT

By Friday, July 12, each entrant must certify that its home(s) is/are 100% construction complete and that all information on the Parade of Homes website (including mapping and directions) is correct.

MONDAY, JULY 15 BY 8:00 AM

All home content must be uploaded to the Parade of Homes website.

DREAM HOMES

Dream Homes receive more onsite and web traffic and get more media coverage prior to and during the event. Dream Homes receive 6 photos on their Parade of Homes online profile as well as being highlighted in the search Dream Home functionality. Therefore, the entry fee for Dream Homes is slightly higher than the entry fee for regular Parade Homes.

Requirements to enter a Dream Home are:

- Base price of the home must be at least \$750,000.
- Home must be fully furnished, landscaped and professionally decorated.
- Selected Dream Home entries will pay the Dream Home entry fee of \$4,995*.
- Home must be completed and ready to open to media by July 15th and remain open during the entire event.

If you enter your home as a Dream Home but it does not meet Dream Home qualifications or is not approved as a Dream Home, the home will become a Parade Home and you will be refunded the difference in price between the Dream Home entry fee and the regular entry fee.

FULL-HOME REMODELS AND CONDO CONVERSIONS

Homes that have been completely renovated (including all walls, flooring, fixtures and finishes) will be allowed to participate in the Parade of Homes as long as they have been unoccupied since the renovation and will remain as such throughout the Parade of Homes.

HOME ENTRY INCLUSIONS

Representation on Parade of Homes' website, map, photos, home details, contact info, link to builder's websites, directions, location details, digital banners and lead generation.

Every HOMEBUILDER will RECEIVE LEADS this year!

HOME LOCATION MAP

Your home will also be noted on the overall and regional maps using Google Maps. We will rely on you to check and confirm the accuracy of all maps. Optionally, you may upload a map graphic if Google Maps does not accurately depict your home's location.

SIGNAGE

One 24"x30" yard sign will be given to each entry. Six 22"x14" directional signs will be given to each entry (two right, two left and two straight arrows).

Builders are responsible for installation of all signs and may purchase additional directionals as needed. Builders must display their yard sign in a prominent location. It must remain up during the entire tour. Signage will be delivered to each participating location. You must follow CDOT requirements as well as any county and city sign placement guidelines, and remove all directional signs by deadline. Illegally placed signs and signs left up after the event hurt all of us. Please call your local municipality for rules and regulations.

PROMOTION

A mix of print, radio and digital media will be used to promote the Parade of Homes. Additional publicity will be generated by our professional public relations and social media teams. Our website, ParadeOfHomesDenver.com, will feature all entries as well as general information about your company.

PARKING GUIDELINES

Pay attention to parking! If your entry is in an established neighborhood, please plan for parking needs. If streets are narrow, consider a shuttle from a nearby parking lot (get permission from the lot owner). Or post "no parking" signs along one side of the street. In any case, if parking could conceivably be an issue, please contact your city's police, public safety or other representative to develop a plan.

RESPONSIBILITIES

The Home Builders Association of Metro Denver (HBA) is the organizer of the Parade of Homes. As the organizer, it is responsible for all advertising, marketing and public relations functions. Additionally, the HBA provides all necessary directional and on-site signage as well as securing event sponsorships and organizing Industry Night. **Any referrals for sponsorship will be greatly appreciated!**

The home entrant is responsible for meeting event timelines, providing home information and ensuring the home is complete and ready for viewing, for staffing the home and keeping it open during event hours, and for installing both on-site and directional signage as well as placing the on-site registration kiosk in a prominent location during the event.

REPRESENTATION ON PARADE OF HOMES WEBSITE AND ON MOBILE

Digital marketing package included with rotating banners in three different sizes: 728x90, 160x600, and 300x50.

SOLD ENTRIES/INCOMPLETE HOMES/CANCELLATIONS

1. Cancellation: Entry cancellations are allowed through July 15 with a signed Request for Cancellation letter. You will receive a refund of your entry fee less a \$200 administration fee. Entry cancellations after July 15 will not receive an entry refund.
2. Substituting a Different Home: You may substitute an entry with any other home through July 15th, 2019. Please contact Connie Dahl at cdahl@hbadenver.com or 303-551-6720 to complete the substitution.

HOME ENTRY REGISTRATION FORM



EMAIL SIGNED FORM TO CONNIE DAHL AT CDAHL@HBADENVER.COM

Registration Information

Builder Name: _____ Phone Number: _____

Home Entry Contact: _____ Email: _____ Phone: _____

My Parade PR Contact: _____ Email: _____ Phone: _____

Full address invoice should be mailed to: _____

Parade Home Entries

Parade Home: All new and unlive-in homes are eligible including: new single-family and multi-family homes, lofts, condos, condo conversions and full home remodels.

_____ Number of Parade Home Entries (\$2,995 each – discount applied if more than 1 home, see page 2 for pricing details).

Please write full address and price of each home entry for regional mapping:

| | ADDRESS | CITY | ZIP | COMMUNITY NAME | PRICE OF HOME |
|----|---------|-------|-------|----------------|---------------|
| 1) | _____ | _____ | _____ | _____ | \$ _____ |
| 2) | _____ | _____ | _____ | _____ | \$ _____ |
| 3) | _____ | _____ | _____ | _____ | \$ _____ |
| 4) | _____ | _____ | _____ | _____ | \$ _____ |
| 5) | _____ | _____ | _____ | _____ | \$ _____ |
| 6) | _____ | _____ | _____ | _____ | \$ _____ |
| 7) | _____ | _____ | _____ | _____ | \$ _____ |
| 8) | _____ | _____ | _____ | _____ | \$ _____ |

(ATTACH ADDITIONAL HOME INFORMATION IF MORE THAN EIGHT ENTRIES)

TOTAL INVOICE AMOUNT : _____

Home Entry Compliance

Please note, all home content must be uploaded to the Parade of Homes website by 8:00 am on July 15, 2019

HOME ENTRY TERMS & CONDITIONS



GENERAL TERMS (ELIGIBILITY):

- 1) In order to be eligible to participate in the 2019 Parade of Homes, builders must have completed two homes for satisfied customers and must be a Home Builders Association of Metro Denver member in good standing (a member in good standing means that you have no accounts receivable balance and dues are current).
- 2) I understand that all builders or developers who have an active ownership interest in the Parade of Homes entry, or who share in the profits from the sale of the Parade of Homes entry, must be members in good standing of the HBA of Metro Denver and adhere to membership guidelines for participation.
- 3) My home entry is new and has never been occupied. Exception: A home that had an existing foundation and no standing framed walls will be allowed to enter and must be listed to reflect the current market price. Exception: Condos/lofts and full home remodels being refurbished may retain existing load-bearing elements only. All other rules apply.
- 4) I agree to carry liability insurance, a combined single limit of \$1,000,000 each occurrence/\$1,000,000 aggregate, or its equivalent on my Parade Home from August 8, 2019 - August 25, 2019. I understand that a copy of this certificate of liability insurance is a requirement for entry and that the certificate must be on file. I understand and agree that if I do not provide a certificate of liability, I will not open my home to the public, I am in violation, and the penalty may include loss of eligibility for up to two Parade of Homes events.
- 5) Entries that included "handicap accessible" in their home content information must accommodate all visitors, including those in wheelchairs or other mobility devices. Failure to do so will result in a minimum loss of eligibility for one Parade of Homes event.

DEADLINES & PROOFS:

- 6) The entry deadline is Friday, April 26, 2019. If my entry is received after April 26, I agree to pay an additional \$200.

- 7) All home profile content (including photography, text, and maps) must be uploaded to the Parade of Homes website by 8:00 am on Monday, July 15, 2019.
- 8) I agree that the date for removing my entry from the Parade of Homes is Monday, July 15, 2019. After that date, my entry fee will not be returned. A letter to the HBA with notification of the cancellation must be received by the HBA office by June 17, 2019. There are no exceptions to this rule. Prior to this date, I will receive a refund of all but the \$200 administrative fee.
- 9) I agree that all information provided on the Parade Home will come from me or the builder and that its accuracy will be my responsibility. The home photo/illustration and description must accurately reflect the home as shown and not be misleading to the consumer. The penalty for violation of this rule may include loss of participation in future Parade of Homes.

HOME COMPLETION REQUIREMENTS:

- 10) If my home is incomplete, I am in violation, and it will be closed to visitors by the HBA. A completed house is one in which all items are completed and the builder qualified for a certificate of occupancy from the municipality. A copy of the certificate of occupancy may be requested by the HBA if a home is alleged to be incomplete under HBA rules. A copy of the certificate of occupancy will not be requested by HBA unless a home is alleged to be incomplete under HBA rules.
 - A) If I assure that the home is complete and ready for visitors by July 29 and the HBA discovers that the home is not, in fact, complete, then I must turn in all HBA signage and I may be ineligible for at least one future Parade of Homes.
- 11) I will ensure that the grounds surrounding my entry, within my control, are neat and orderly. Additionally, a driveway or boardwalk must be in place to provide safe access to the home. I will not work on the home, inside or outside, during Parade of Homes hours.
- 12) My home may be inspected by a representative from HBA to ensure that the home is open during Parade hours, is

HOME ENTRY TERMS & CONDITIONS



the same price as listed on the website, and is complete. I understand that the representatives may have a camera, and have the right to take pictures of any suspected rule violation inside or outside of my home.

- 13) All builders must certify that the home is 100% complete and ready for visitors by July 12, 2019 and that all information on the Parade of Homes website (including mapping and directions) is correct by July 15, 2019.

SIGNAGE & HOURS:

- 14) I agree that my home will be staffed and open for public viewing during all Parade of Homes hours. I also agree that my home will be complete and ready for showing by 11:00 am Thursday, August 8, the opening day of the 2019 Parade of Homes and that my Parade of Homes yard sign will remain posted and clearly visible for the duration of the event.

- 15) Builder's directional signage and registration kiosk will be delivered between August 1st and August 5th, 2019.

- 16) Directional signs may be placed beginning Friday, August 9 and must be removed by Monday, August 26 by 4:00 pm. I will not create signs in the style or colors of the Parade of Homes signage for any homes that are not entered in, open and staffed during the Parade of Homes.

- 17) Registration kiosks must be placed in a prominent location in the parade home

- 18) The large Parade Home yard sign must be placed near the entrance of the Parade Home in order to better direct consumers to my entry.

EARLY SALE OF HOME:

- 19) If I have sold my home and the buyer wants to move in prior to or during the event, I will provide HBA with a copy of the purchase agreement showing the closing date and the dates the home will not be open to the public. I understand I must provide a HBA approved sign notifying the consumer the home is sold and unavailable for showing.

I agree to the terms and conditions and submit this entry form to the Home Builders Association of Metro Denver for the 2019 Parade of Homes.

Signed

Date

Printed Name

Title

**EMAIL SIGNED FORM TO CONNIE DAHL AT
CDAHL@HBADENVER.COM**

The Home Builders Association of Metro Denver
9033 East Easter Place, Suite 200
Centennial, CO 80112

For Questions:

Connie Dahl - cdahl@hbadenver.com
Direct: 303-551-6720

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EVENT SPONSORSHIP OPPORTUNITIES

We are excited to announce event partnerships for the three weekends of the Parade of Homes! All three weekends we will be gathering leads at your Parade home with the give-a-way on the last weekend. The second and third weekend you have the opportunity to host a Chef Presentation or Paws on Parade at your Parade home.



REGISTRATION GIVE-A-WAYS

INCLUDED IN ENTRY

ALL WEEKENDS: LEAD GENERATION

Partnering with best of the backyard

Full page ad • Staycation radio spot • Public relations • Broker newsletters • Digital banners • Social media • Mark Samuelson article • Landing page • Blog post



CHEF PRESENTATION SPONSOR

+\$2,500

ONE WEEKEND • ONE PARADE HOME

Partnering with local chefs

Luxury home for event marketing • Builder co-op marketing • Full page ad • Staycation radio spot • Public relations • Broker newsletters • Digital banners • Social media • Mark Samuelson article • Landing page • Blog post



PAWS ON PARADE SPONSORS

+\$2,500

ONE WEEKEND • ONE PARADE HOME

Partnering with local pet adoption agencies

Designated home or community for event marketing • Full page ad • Staycation radio spot • Public relations • Broker newsletters • Digital banners • Social media • Mark Samuelson article • Landing page • Blog post

QUESTIONS OR READY TO SPONSOR? Contact Connie Dahl at CDahl@HBADenver.com