



2019 Fall Parade of Homes™ Details

The Bryan-College Station Home Builders Association dba Greater Brazos Valley Builders Association is pleased to announce that the Parade of Homes™ will be held on the weekend of **October 5th & 6th, 2019**. The hours for the Parade will be **10:00 AM – 5:00 PM on Saturday and 12:00 PM – 5:00 PM on Sunday**.

Builders may enter the Parade of Homes™ by completing the entry agreement with bio, logo, house detail pages and photograph representative of your home design style. **Entries must be received by July 31st to ensure full and complete marketing benefits for your company and Parade home(s).**

The Parade of Homes™ Committee has been working toward providing additional value and marketing for your Parade of Homes™ entry. We are pleased to announce our continuing partnership with Insite Magazine and The Eagle as well as various television, print partners and a robust social media campaign. **A new mobile app was introduced in 2017 resulting in over 150,000 views and 4,000 users within a 300 mile radius of BCS. The Parade Craze Agreement must be signed by participating Builders in order to be displayed on the mobile app and website. Enhanced Builder Profile and 15 Hi-Res Photos are additional fees. Refer to The Parade Craze Agreement on page 8 for more detailed information.**

Builders who submit home entry in the Parade of Homes™ by **July 31st** have an opportunity to put a 125 - 150 word introduction of your company, contact information and a photo with logo to be placed in the Special Edition Insite Parade Guide insert. **High resolution photos and good quality logos please.**

This year's Parade of Homes™ has an opportunity that will **offer great exposure to one lucky builder. Each home entry meeting the deadline with all items submitted will be placed in a random drawing to have their home featured on the cover of The Eagle 2019 Fall Parade of Homes™ Guide.** (*Photo must be of professional quality and high resolution – Editor reserves the right to approve photo)

We are looking forward to a very productive Parade of Homes™ and appreciate everyone's participation in this event that is so important to our membership, our community and our industry.

This year's Fall Parade of Homes™ offers some outstanding **advertising opportunities** for our members. Each of the levels and benefits are described on **page 6** of this packet.

In addition, all HBA members will be able to select from various print, television and web advertising packages. Our respective media partners will contact you directly with pricing.

We are looking forward to a very productive Parade of Homes™ and appreciate everyone's participation in this event that is so important to our membership, the community and our industry.

Sincerely,

David Deutsch

Parade of Homes™ Chairman

Dennis McMillin

Parade of Homes™ Chairman

2019 Fall Parade of Homes™

ENTRY DEADLINE: July 31st

BUILDER COMPANY NAME: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PARADE OF HOMES™ CONTACT: _____

OFFICE PHONE: _____ CELL PHONE: _____

WEBSITE: _____ EMAIL ADDRESS: _____

AGREEMENT and ENTRY RULES

- 1) All homes entered are subject to inspection and approval by the Parade of Homes™ Committee. Failure to meet required entry conditions and participation rules will result in disqualification and entry fees will not be refunded. Any builder who is disqualified may not be permitted to participate in the next scheduled Parade of Homes™.
- 2) **Parade Home Entry Deadline – July 31st** GBVBA Member Entry Fees: 1st home \$595, 2nd home \$545 and \$495 for each home entry thereafter. Nonmembers: \$1100 per home entry.
- 3) **Late Entry Fee:** Late Entry Fees after July 31st add \$100 per house entry. Homes entered after August 16th are not guaranteed placement in Insite Parade Guide, The Eagle Parade Guide, on GBVBA Parade section of the website or official Parade of Homes™ maps. **Late Entries will be submitted to the Parade of Homes™ Committee for approval of entry.**
- 4) **Entry fees are due immediately upon entry submission** and are only refundable at the discretion of the Parade of Homes™ Committee. **Any fees not paid in full by September 16 will subject Builder to not being eligible to participate in future Parade of Homes™ events.**
- 5) **The term Parade of Homes™ is a registered trademark and may not be used by anyone not associated with the event or any home not officially entered into the Parade of Homes™.**
- 6) Each **BUILDER** entering a home must complete the attached form including name of company, street address of home being entered, subdivision name, city & county location, completion status, a description and square footage of home. The Builder Bio must be between 125-150 words. GBVBA reserves the right to edit and/or add text to meet the word count requirements.
- 7) **VERIFICATION OF INFORMATION ON GBVBA WEBSITE & MOBILE APP:** It will be the Builder or Builder's representative's responsibility to review their Parade of Homes™ entry information on the GbvBuilders.org website and mobile app after notification from GBVBA. Written corrections must be submitted to the GBVBA office within 48 hours of such notification otherwise all information will be deemed as correct and approved.
- 8) **All homes entered must be at least in the trim/cabinet stage with all safety measures in place.**
- 9) All homes entered must have a permanent sidewalk to the home. The exterior and interior of each Parade home must be clean, safe and clear of debris. **ALL TRASH MUST BE REMOVED AND WALKWAY/DRIVEWAY POWER WASHED.**

- 10) Each builder's home entry will be listed on the Parade of Homes™ map and mobile app to be distributed to the public through the selected media partners and the GBVBA. Late entries cannot be guaranteed placement in all publications, website or on the Parade of Homes™ map.
- 11) All participating builders will be provided with an Official Red Parade of Homes™ sign. Builders may pick up and return their Official Red Parade of Homes™ signs at the BCSHBA office. **A \$100 deposit for each red Official Parade Home yard sign must be submitted in a separate check at the time of pick up. Amount will be refunded only upon sign return. OPTIONAL:** A \$50 delivery and pick up fee for each sign will be assessed if a builder chooses to have their sign delivered to and picked up from the home site or office. Proceeds will go the TAMU NAHB Student Chapter.
- 12) All homes must be manned during the hours of the Parade of Homes™ from **10:00 am – 5:00 PM on Saturday and 12:00 PM – 5:00 PM on Sunday.** This is required for your benefit and for the protection of your home and the public. **No construction work can be performed during hours open to the public.**
- 13) **CANCELLATIONS AND REFUNDS:** Refunds will be determined based on date of notification for cancellation and amount of promotion and media exposure of Builder's Company in Parade Guides, Mobile App and Website.
- 14) **Limitation of Liability:** To the maximum extent permitted by applicable law, any builder entering a home in the Parade of Homes™ agrees to indemnify and hold BCSHBA/GBVBA, their officers, agents, employees and representatives harmless from any and all claims, damages, losses, causes of action, and liability of every kind, including legal expenses, court costs and fees and claims arising out of or in any way related to the subject matter of this agreement.

CHECK ALL THAT APPLY BELOW AS IT PERTAINS TO YOUR PARADE HOME ENTRIES

_____ I confirm this or these home entry/entries are not more than 24 months after new construction certificate of occupancy was received.

_____ I confirm this or these home entry/entries have not been entered in the Parade of Homes™ more than three (3) times.

_____ I confirm this home is NOT owner occupied. (If occupied a separate agreement must be completed.)

I, _____ (Builder's signature) have read, understand and agree to comply with the entry rules below for the 2019 Fall Parade of Homes™ as established by the Bryan - College Station Home Builders Association (BCSHBA) dba Greater Brazos Valley Builders Association.

Printed Name

Date

Company

Deliver To: Greater Brazos Valley Builders Assoc.; 230 Southwest Parkway East; College Station, TX 77840
Fax To: (979) 696-0858 or Email To: admin@bcsbuilders.org Questions: (979) 696-0272

BUILDER HOME ENTRY FORM

2019 Fall Parade of Homes™

HOUSE ENTRY DEADLINE: July 31st, 2019

1st Home: ENTRY FEE - \$595/members; \$1100/nonmembers

After July 31st - ENTRY FEE – Add \$100 per home/members; \$1200/nonmember per home

Parade Home Street Address: _____

City: _____ County: _____

Subdivision: _____ Completion Status: _____

Sq. Ft.: _____ **# of Bedrooms/Bathrooms:** _____ **Estimated Sales Price: \$** _____

Description/Features of Home: *(Attach additional sheets if more room is needed)*

Builder Biography: MINIMUM 125 and MAXIMUM 150 WORD COUNT

(Attach additional sheets if needed) _____

2nd Home: ENTRY FEE - \$545/members; \$1100/nonmembers

After July 31st - ENTRY FEE – Add \$100 per home/members; \$1200/nonmembers per home

Parade Home Street Address: _____

City: _____ County: _____

Subdivision: _____ Completion Status: _____

Sq. Ft.: _____ **# of Bedrooms/Bathrooms:** _____ **Estimated Sales Price: \$** _____

Description/Features of Home: *(Attach additional sheets if more room is needed)*

Deliver To: Bryan/College Station HBA; 230 Southwest Parkway East; College Station, TX 77840
Fax To: (979) 696-0858 or Email To: admin@bcsbuilders.org For questions, call (979) 696-0272

BUILDER HOME ENTRY FORM

2019 Fall Parade of Homes™

ENTRY DEADLINE: July 31, 2019

3rd Home: ENTRY FEE - \$495/members; \$1100/nonmembers

After July 31st - ENTRY FEE – Add \$100 per home/members; \$1200/nonmembers per home

Parade Home Street Address: _____

City: _____ County: _____

Subdivision: _____ Completion Status: _____

Sq. Ft.: _____ **# of Bedrooms/Bathrooms:** _____ **Estimated Sales Price: \$** _____

Description/Features of Home: *(Attach additional sheets if more room is needed)*

4th Home: ENTRY FEE - \$495/members; \$1100/nonmembers

After July 31st - ENTRY FEE – Add \$100 per home/members; \$1200/nonmembers per home

Parade Home Street Address: _____

City: _____ County: _____

Subdivision: _____ Lot Number: _____

Expected Completion Status: _____

Sq. Ft.: _____ **# of Bedrooms/Bathrooms:** _____ **Estimated Sales Price: \$** _____

Description/Features of Home: *(Attach additional sheets if more room is needed)*

Deliver To: Bryan/College Station HBA; 230 Southwest Parkway East; College Station, TX 77840

Fax To: (979) 696-0858 or Email To: admin@bcsbuilders.org

For questions, please call Carolyn Fox or Rose Selman at (979) 696-0272.

2019 Fall Parade of Homes™ Advertising Opportunities

Parade of Homes™ Insite Parade Guide Cover Photo* - \$1,750- SOLD

****Available ONLY to Builder Entered in 2019 Fall Parade of Homes™***

Photo must be of professional quality with Editor's approval

Includes a 100-word description of photo/builder logo in Contents Page

Photo will be used in branding* of 2019 Fall Parade of Homes™

*Digital Issue Feed * Facebook Post * GBVBA Website Slider*

Gold Level *– Cost \$1,600- SOLD

Full Color Banner Advertisement on Mobile App

Full Page/Full Color Advertisement – Parade of Homes™ Guide – Insite Magazine Insert

Full Page Advertisement – The Eagle's Parade Guide

7,500 Impressions on TheEagle.com & Rotating Ad on InsiteBrazosValley.com

Logo Prominently Displayed on The Eagle's Parade Guide Map and All Parade of Homes™ Ads

Name Recognition on most Parade of Homes™ Promotional Spots

Full Page Advertisement in GBVBA Sticks & Bricks Newsletter (1 month)

Recognition on InsiteBrazosValley.com and GBVbuilders.org

Recognition on GBVBA Face Book Page, & Twitter and Instagram

****For Sale Only to Non-Competing Companies/Businesses***

Silver Level (1 only)- Cost \$1,100- SOLD

Full Color Banner Advertisement on Mobile App

Half Page/Full Color Advertisement Parade of Homes™ Guide – Insite Magazine Insert

Half Page Advertisement – The Eagle's Parade Guide

4,500 Impressions on TheEagle.com & Rotating Ad on InsiteBrazosValley.com

Logo or Name Prominently Displayed on The Eagle's Parade of Homes™ Map

Logo or Name Displayed on select Parade of Homes™ Advertisements

Half Page Advertisement in GBVBA Sticks & Bricks Newsletter (1 month)

Recognition on InsiteBrazosValley.com and GVBbuilders.org

Recognition on GBVBA Face Book Page, & Twitter and Instagram

Bronze Level – Cost \$600- SOLD

Full Color Banner Advertisement on Mobile App

Quarter Page/Full Color Advertisement –Parade of Homes™ Guide – Insite Magazine Insert

Quarter Page Advertisement – The Eagle's Parade Guide

3,500 Impressions on TheEagle.com & Rotating Ad on InsiteBrazosValley.com

Logo or Name Displayed on The Eagle's Parade of Homes™ Map

Quarter Page Advertisement in GBVBA Sticks & Bricks Newsletter (1 month)

Recognition on InsiteBrazosValley.com and GVBbuilders.org

Recognition on GBVBA Face Book Page, & Twitter and Instagram

Contributor Level – Cost \$300- SOLD

Name Recognition in the Parade of Homes™ Guide – Insite Magazine Insert

Name Recognition in The Eagle's Parade of Homes™ Guide

Recognition on GBVbuilders.org and Sticks & Bricks Newsletter (1 month)

PLEASE COMPLETE FORM BELOW

RETURN TO GBVBA TO SECURE SELECTED LEVEL- FIRST COME, FIRST RESERVED

COMMITMENT DEADLINE IS AUGUST 15, 2019

2019 FALL PARADE OF HOMES™ HOME ENTRY AND ADVERTISING COMMITMENT FORM

NUMBER OF HOME ENTRIES: _____ TOTAL AMOUNT: \$ _____

LEVEL OF ADVERTISING: _____ AMOUNT: \$ _____

COMPANY NAME: _____ (AS YOU WANT IT PRINTED)

REPRESENTATIVE: _____ TITLE: _____

BILLING ADDRESS: _____

CITY/STATE/ZIP: _____ PHONE: _____

EMAIL: _____ WEBSITE: _____

PAYMENT INFO: _____ Payment Enclosed _____ Invoice (*available to BCSHBA Members Only-DUE BY 10/01/19*)

CHECK Visa Master Card American Express

Card Number: _____ Billing Zip Code: _____

Expiration Date: _____ CVVN#: _____ (last 3 digits on back of card)

Return to: GBVBA ♦230 Southwest Parkway East ♦ College Station, TX 77840

Phone: 979-696-0272 ♦ Fax: 979-696-0858 ♦ Email: RoseSelman@gbvbuilders.org Website: www.gbvbuilders.org

**BRYAN COLLEGE STATION HOME BUILDERS ASSOCIATION
Db a Greater Brazos Valley Builders Association**

**2019 Fall Parade of Homes™ Builder Entry Agreement
For Inclusion in the ParadeCraze Mobile App**

License. Notwithstanding any other provision of this agreement, builder hereby grants the Greater Brazos Valley Builders Association a non-exclusive, royalty-free, sublicensable right and license to use all home details, photos, descriptions, drawings, blueprints, advertisements, etc. provided to the Greater Brazos Valley Builders Association by builder (collectively, the “Materials”) for reproduction, publication, and other use by the Greater Brazos Valley Builders Association and authorized third parties for the promotion and operation of the 2019 Fall Parade of Homes™ before, during and after the event.

Indemnification. Builder hereby represents and warrants the Builder is the owner or licensee of the Materials and that Builder has the right and/or license to provide the Materials to the Greater Brazos Valley Builders Association for use before, during and after the event as set forth herein. Further, notwithstanding any other provision of this agreement, Builder hereby agrees to hold harmless and indemnify the Greater Brazos Valley Builders Association from any and all third party claims, demands, fees, and costs (including reasonable attorney fees) association with the use of the Materials used by the Greater Brazos Valley Builders Association in relation to the event.

Photo Appointment Cancellation. If a scheduled photography appointment isn’t cancelled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, Builder agrees to pay a \$50 cancellation fee. This fee also applies if a Builder, or associated representative, fails to show up to a scheduled appointment or if the home is not properly prepared or suitable for a photo shoot.

I have read, understand and agree to the above language to be included in the GBVBA/ParadeCraze mobile app for the 2019 Fall Parade of Homes™.

Builder Signature

Date Signed

Builder Name

Company Name

OPTIONAL Additional Advertising on ParadeCraze
Please initial next to your selection:

_____ **Quality, Hi-Resolution, HDR Photography – 15 HDR Photos - \$150 per home**

(Includes professional-grade photography and editing of all photos, visual enhancements, cropping of photos for app, website, Instagram and Facebook. Photos must be scheduled a week before the Parade start date. Builder will be contacted by Parade Craze Photographer.)

_____ **Enhanced Builder Profile - \$100 per home**

(Also called the “Lead Generator”, the Enhanced profile displays builder contact information and provides access to social media platforms. Includes an Email, Call, Web, Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn, Google+, Houzz buttons.)