

# PARADE *of* HOMES

It's time to enter your **MODEL/SPEC HOMES** and **REMODEL PROJECTS** in the 2019 Parade of Homes. Don't miss out on these great marketing and promotional benefits. Here are the highlights:

## **2019 Parade of Homes Entries Include:**

- Full Page HOME/Builder Showcase in Parade of Homes magazine (*half page for Remodel Projects*).
- Featured on Parade of Homes mobile-friendly website ([www.fredparade.com](http://www.fredparade.com)) beginning July 2019.
- Social Media ad campaign featuring each individual HOME (July-October including video, photos, etc).
- Fredericksburg's Favorite House, fan interactive voting contest on [www.fredparade.com](http://www.fredparade.com)
- Thousands of copies of the free Parade of Homes magazine distributed across the Fredericksburg area – rack-delivery, targeted direct mail, and online/social media platforms.
- Distribution of Parade of Homes magazine to local real estate professionals at FAAR Realtors Expo, on their website, and at other FAAR events.
- Area-wide print and online advertising campaign.
- Radio ads/sponsorships on local Fredericksburg stations, and online streaming video ads.
- Updated judging format to include specialty categories (ie: Best Kitchen, Best Floorplan, etc.)
- Your entry includes one (1) ticket to attend the Parade of Homes Celebration and Awards.
- Parade of Homes in-yard sign and roadway directional signage - delivery, set-up, and take down included.
- VIP Realtor Preview Day and Judges Tour (**NEW date this year**).
- Discounted Parade of Homes magazine advertising opportunities for entered builders (up to 50% off regular rate)
- New! Customized social media ad creative you can use all year.
- New! Flexibility to be "open" during your model open hours or By Appointment Only for occupied homes.

## **Builders/Remodelers are to provide:**

- Photography and virtual/video tour (if available) of entry
- Floorplans (brochure blackline) as pdf file if possible.
- Features, highlights, and details of the entry (*see form attached*)

### **Early Bird Entries**

**DEADLINE is May 31, 2019 – NO EXCEPTIONS**

2019 Early Bird Model/Spec Home Entry Fee: \$1000 per entry

2019 Early Bird Remodel Project Entry Fee: \$750 per entry

### **after June 1, 2019:**

2019 Model/Spec Home Entry Fee: \$1500 per entry

2019 Remodel Project Entry Fees: \$1000 per entry

## **Important Dates to Remember:**

- Early Bird Entry Deadline: May 31, 2019
- Last chance to enter a Model/Spec Home or Remodel Project: August 15, 2019
- Builder deadline to submit Photographs and Property Details: August 15, 2019
- Pinnacle Builder Entries Due: September 1, 2019
- Judging Day & Realtor Open: **THURSDAY, September 26, 2019** (*Occupied Homes and Remodel Projects may be judged and/or open to the public with homeowner approval*)
- Parade of Homes Celebration: **THURSDAY, October 3, 2019**
- Parade of Homes Open House Weekends: October 5-6, 2019 and October 12-13, 2019

## 2019 Parade of Homes Info at a Glance

October 5 & 6 and October 12 & 13

### FABA to Provide

- Full Page HOME/Builder Showcase in POH magazine (1/2 page for Remodel Projects).
- Featured on POH mobile-friendly website ([www.fredparade.com](http://www.fredparade.com)) beginning July 2019.
- Social Media ad campaign featuring each individual HOME (July-October).
- Fredericksburg's Favorite House, fan interactive voting contest on [www.fredparade.com](http://www.fredparade.com)
- Thousands of copies of the free Parade of Homes magazine distributed in/around Fredericksburg.
- Distribution of Parade of Homes magazine to local real estate professionals at FAAR Realtors Expo and other FAAR events.
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- VIP Realtor Preview Day and Judges Tour - **NEW date this year.**
- Discounted Parade of Homes magazine advertising opportunities for entered builders (up to 50% off regular rate)
- New! Customized social media ad creative you can use all year.
- New! Flexibility to be "open" during your model open hours or By Appointment Only for occupied homes.
- POH Logo file will be sent to builder contact to include on your website and advertising.

### Builders to Provide

- **Photography – Exterior and Interior photos**
- **Video/Virtual Tour**
- **Builder Logo**
- **Completed Entry Details Form**

### Revised Judging/Awards

Entries will be grouped in the following price ranges:

- \$0 - \$399,999
- \$400,000 - \$599,999
- \$600,000 - \$799,999
- \$800,000 - \$999,999
- over \$1,000,000

All Entries will be judged within each price range and evaluated using the following criteria. Awards for each category below will be presented.

- **Best of Parade:** highest total score in each price range (excluding Outdoor Living Space and Flex Space)
  - **Best Kitchen:** functional design, size (relative to the home), storage & cabinetry, lighting, craftsmanship, and attention to detail
  - **Best Master Suite:** functional design, size (relative to the home), privacy, closet space/storage, master bathroom
  - **Best Floor Plan:** flow of overall layout, accessibility of rooms, functional spaces, practicality of the layout
  - **Best Curb Appeal (Front):** curb appeal, architectural design, craftsmanship, attention to detail, landscaping
  - **Best Outdoor Living Space\*** (Rear/Side): suitable size, design, color scheme, craftsmanship & character of the design, and attention to detail of the space
  - **Best Flex Space\*** (Rec Room/Basement/Bonus): functional design/layout, ample room size, uniqueness of the space, lighting
- \* Outdoor Living Space and Flex Space are judged ONLY if present in the home. Scores do not count toward the total for Best of Parade.*

### Marketing Details

#### Distribution of Printed Magazine

- FABA & FAAR Offices
- Convenience Store Rack Distribution
- Fredericksburg Visitors Center
- Chamber of Commerce/ County Buildings
- Local hotels, businesses, and many more...

#### Digital Marketing

- Parade of Homes website [www.fredparade.com](http://www.fredparade.com)
- FABA website [www.fabava.com](http://www.fabava.com)
- Online "stalker" advertising
- Social Media targeted advertising
- FABA and Parade of Homes Social Media Posts
- Downloadable digital version of magazine
- YouTube Videos and much more...

#### Traditional Advertising/Marketing

- Print Ads
- Radio Traffic Sponsorships
- Direct mail and e-mail
- Editorial Content in local publications
- Press release template for builders' use
- And much more to be announced soon

# 2019 Parade of Homes Fredericksburg Area Builders Association

## Entry Details

### Builder Information

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
*Street Address*

Billing Address: \_\_\_\_\_  
*City* *State* *ZIP Code*  
Same as Mailing Address

\_\_\_\_\_  
*Street Address*

\_\_\_\_\_  
*City* *State* *ZIP Code*

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### Sales Representative Information

Sales Rep: \_\_\_\_\_  
Contact person that will be listed in Parade of Homes magazine and on www.FredParade.com website

Rep Email: \_\_\_\_\_ Rep Phone: \_\_\_\_\_

### Home Information

Model Name: \_\_\_\_\_ Subdivision \_\_\_\_\_

Finished Price: \_\_\_\_\_ Base Price: \_\_\_\_\_  
Price of home as built (all options included) Base price of house -- Specify Construction Only or With Land

Model Address: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_  
*City* *State* *ZIP Code*

Model GPS Latitude: \_\_\_\_\_ Model GPS Longitude: \_\_\_\_\_

# of Bedrooms: \_\_\_\_\_ # of Bathrooms: \_\_\_\_\_

Basement: \_\_\_\_\_  
Select option from drop down

Square Footage  
Range for model: \_\_\_\_\_

Actual Square  
Footage: \_\_\_\_\_

Type of Home: Single Family (Detached)

Check all that apply

Active Adult

Townhome

Other

FINISHED Above Grade (Main & Upper Levels) AS BUILT

FINISHED Below Grade (Lower Level) AS BUILT

UNFINISHED TOTAL

Highlights/Description of Home: (Please provide a sales brochure description of the home.)

Driving Directions to Home: (Please provide turn by turn directions from I-95 (from both directions of travel if different.)

Parade of Homes Open House Hours (\*Hours home will be open to public on October 5, 6, 12, and 13, 2019):

Send:

- Completed Form
- High Resolution Photographs or Renderings (EXTERIOR and INTERIOR)
- Floor Plans

to fredparade@fabava.com

# 2019 Parade of Homes Magazine Advertising

Parade of Homes Magazine and [www.FredParade.com](http://www.FredParade.com)

Over 5000 Parade of Homes Magazines will be distributed in the Fredericksburg area and surrounding counties! The full-color 2019 Parade of Homes Magazine is a great way to put your company in front of thousands of interested, prospective home buyers in the area. Parade of Homes advertisers will also be featured on the [www.FredParade.com](http://www.FredParade.com) website on the Advertisers page with your company logo, contact information, link to your company website.

**Builders:** if you will NOT have a house ready this year, **THIS** is your opportunity to still participate in the 2019 Parade of Homes and market your company to the potential customers in this mass distributed Parade of Homes Magazine and on the high traffic [www.FredParade.com](http://www.FredParade.com) website.

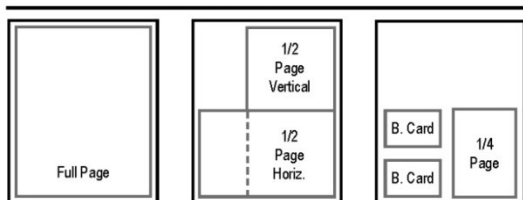
**Associate Members:** join presenting sponsors - Assurance Financial and Carter Lumber - and promote your business to thousands of potential customers in the Fredericksburg region in this glossy publication and on the Parade of Homes website. This year's Parade of Homes magazine features several ad sizes to fit every budget.

For more information OR to place an ad in the 2018 Parade of Homes Guide Book, contact Chrissy at FABA at [fredparade@fabava.com](mailto:fredparade@fabava.com) or call 540-898-2730.

## 2019 Ad Rates

Magazine Ad and Website Package	Color Ad +
Back Cover	\$ 2199
Inside Front/Inside Back Cover	\$ 1999
Full Page	\$ 1250
½ Page	\$ 900
¼ Page	\$ 750
Business Card	\$ 450

8.5" x 11" Publication



**Final Ad Artwork must be submitted as high resolution/commercial print quality PDF files to: [fredparade@fabava.com](mailto:fredparade@fabava.com) no later than August 1, 2019**

# 2019 Parade of Homes Participation Guidelines

## Fredericksburg Area Builders Association

### 1. Participation/Criteria

- Participant must be a Licensed Contractor with the Commonwealth of Virginia.
- To enter the 2019 Parade of Homes, builder must be a member of Fredericksburg Area Builders Association. Non-members may participate by purchasing an advertising package.
- The 2019 Parade of **Homes Entry Details Form** is to be completed and submitted with payment to the Fredericksburg Area Builders Association no later than August 15, 2019
- Builder to supply pdf files of **Floor Plans** of each entry, preferably 'black line only' no later than August 1, 2019 (will be printed in Parade of Homes magazine and posted on [www.FredParade.com](http://www.FredParade.com)).
- Builder to supply **Exterior photograph or rendering** of each Home entry, or comparable interior photograph of each remodel project, as high resolution digital image file no later than August 1, 2019 (will be printed in Parade of Homes magazine and posted on [www.FredParade.com](http://www.FredParade.com)).
- Builder to supply up to 30 **Interior photographs/renderings** of each entry no later than August 1, 2019 to be included on [www.FredParade.com](http://www.FredParade.com).
- Builder must supply a high resolution, full color **company logo** (will be printed in Parade of Homes magazine and posted on [www.FredParade.com](http://www.FredParade.com)).
- All supplied photos may be used by FABA in marketing and promotion of Builder's entry and Parade of Homes.
- Builder must obtain an Occupancy Permit for new construction no later than October 5, 2019 and provide FABA with Certificate of Insurance showing FABA as additional insured for dates of Parade of Homes tours.
- **Builder is ultimately responsible for approval and verification of ALL information printed in the Parade of Homes magazine and that which appears on [www.FredParade.com](http://www.FredParade.com). FABA will provide proofs and of all materials to be printed with Builder/Entry information and link to website for your approval before final production/promotion.**

### 2. Decisions and Arbitrations

The Parade of Homes Committee shall have the right to decide all questions concerning the general conduct and day-to-day operation of the Parade. Questions regarding the eligibility of an entry should be directed to the committee or the FABA Board of Directors.

### 3. Liability, Indemnifications and Hold Harmless

Builder (and Home Owner of an "occupied entry," if applicable) assumes full responsibility to ensure that the site and building are maintained in a condition safe for entry by the general public. Builder (and Home Owner) agrees to protect, indemnify and hold harmless FABA, the Parade of Homes Committee, and their officers/agents, directors and employees from any loss, claim, or damage sustained by said parties or third parties as a result of personal injury caused to any person. In addition, they specifically agree to defend at their cost any claim or action covered by the aforementioned indemnity, which is asserted or brought against any of the indemnified parties. They further agree that FABA shall be listed as an additional insured on their liability policy with a copy to be sent to FABA as stated in section 1.

### 4. Key Dates

- Event entry deadline: August 15, 2019
- Deadline to submit details and photos to be PRINTED in POH18 Guide Book: August 1, 2019
- Pinnacle Builder Entry deadline: September 1, 2019
- Judging & Realtor/VIP Open House: Thursday, September 26, 2019 (*tent: 10 am – 3 pm*)
- Parade of Homes Awards Celebration: Thursday, October 3, 2019
- Parade of Homes Open to the Public 1<sup>st</sup> weekend: October 5 - 6, 2019
- Parade of Homes Open to the Public 2<sup>nd</sup> weekend: October 12 - 13, 2019

**5. Open House Hours**

**NEW! Builder will provide the hours that their Parade of Homes entry(ies) will be open to the public with a representative on site. Occupied entries may be promoted as Open by appointment**

**6. Completion**

Builder agrees house will be completed prior to Parade of Homes with occupancy permit issued.

**7. Accessibility**

Pedestrian access must be safe. Pathways to home must be clear of all debris and safe for foot traffic.

**8. Pre-sold Homes (Occupied Entry)**

Occupied and Pre-sold homes may enter. Builder must provide FABA with an owner-signed Waiver of Liability (*provided by FABA*).

**9. Clean-up**

Builder agrees to remove any trash and building debris from house site and to thoroughly clean up entire property as required during Parade of Homes.

**10. Landscaping is encouraged (not required).**

**11. Signage**

Signs will be consistent throughout Parade of Homes. FABA will provide and deliver all signs -- lawn sign, and up to 10 directional signs to be placed en route to property from main access roads. All signs will be placed and picked up for all homes entered by August 15, 2019.

**12. Entry Fee & Deposit**

Builder Members will pay FABA an entry fee of \$1500 for each home submitted and \$1000 for each renovation/remodel project submitted. Early Bird discounts may apply.

**13. Advertising**

All media and print advertising related to the Parade of Homes will be performed with the authorization of the Parade of Homes Committee. Builder agrees it has no authority to accept or reject proposed advertising. All advertising is subject to the deadlines set by the committee. Builder submittals e.g. property details, photographs, floorplans, etc. must be received by any deadlines set forth. Builders shall receive a full-page presentation of their entry in the official Parade of Homes magazine as well as up to 10-months exposure on [www.FredParade.com](http://www.FredParade.com).

**14. Subcontractors and Suppliers**

Builders may use any subcontractors or suppliers they choose. FABA members may promote their firms and/or their products in the Builders' homes with approval of FABA. Builder agrees to present any such display in a tasteful, professional manner. Non-member subcontractors, suppliers and other firms may purchase an advertising package to promote their firms and/or their products in the Parade of Homes magazine and on [www.FredParade.com](http://www.FredParade.com). FABA encourages **membership**. Each builder is encouraged to submit the Pinnacle Builder entry form to include the names of all suppliers, vendors, business providers, service providers, subcontractors, etc. -- who provided services and materials for the entry. The builder with the most member subcontractors and suppliers used will be named Pinnacle Builder.

**15. Incorporation of Additional Policies**

Any additional policies or procedures of the Parade of Homes Committee and/or the FABA Board of Directors will become part of this agreement as if incorporated in full herein.



# 2019 Parade of Homes Waiver of Liability for Occupied Homes

## Fredericksburg Area Builders Association

This Waiver of Liability and Informed Consent Release ("Informed Consent") is made by and between the participant identified below (the "Participant") in favor of Fredericksburg Area Builder's Association ("FABA") as well as its successors, legal representatives, agents and assigns (collectively with FABA, the "Released Parties").

Participant desires to allow members of the public to enter their home located at \_\_\_\_\_ (the "Home") for purposes of participating in FABA's annual Parade of Homes event ("Event"). Participant assumes the risk of any and all injuries and property damage that might result from members of the public entering and viewing the Home. Participant, in consideration of the above and of the services and other privileges to be provided in connection with the Home, hereby irrevocably waives all claims for personal injury and/or property damage which may be caused by any act, or failure to act, of the Participant, FABA, or the Released Parties during the Event.

Participant, for themselves, and their heirs, personal representatives and assigns, hereby irrevocably releases FABA and Released Parties from any claims, demands, liabilities and causes of action arising from any activity or accommodation engaged in upon the Home or from the Participant's presence in or around the Home, including, without limitation, claims, demands or liabilities arising out of personal or bodily injury and/or property damage. Participant hereby affirms that they have read and fully understands the above and fully assumes all risks, losses, damages, whether known or unknown in connection with participation in the Event.

Participant affirms they have read this document carefully, fully understands and agrees to its contents for themselves and on behalf of their heirs, personal representatives and assigns, and intends for this release to be a complete and unconditional release and waiver of liability to the fullest extent permitted by law.

If any provision of this Waiver of Liability and Informed Consent shall, for any reason, be determined to be unenforceable under applicable law, such provisions shall be deemed excised from this instrument and all other provisions shall be recognized, given full effect and enforceable to the fullest extent of the law. This instrument shall be governed and controlled by the applicable laws and regulations of the Commonwealth of Virginia.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Participant's Signature

\_\_\_\_\_  
Participant's Printed Name and Address