

PARADE *of* HOMES

The Wait is Over!!

It's time to enter the NEW 2020 Digital Parade of Homes!

MODEL/SPEC HOMES
REMODEL PROJECTS, and
COMMUNITIES

2020 Digital Parade of Homes Entries Include:

- Full Page Feature in Fredericksburg Homes & Living print and digital magazine
- Featured on NEW Parade of Homes mobile-friendly website (www.fredparade.com)
- New for 2020! Fredericksburg Parade of Homes YouTube Channel featuring custom promo videos for each entry - created from builders photographs and information
- Social media advertising campaign for each entry featuring builder logo and contact
- Partnership with local real estate professionals
- Print, Radio, and digital advertising in local Fredericksburg media
- Revised online only judging
- Fredericksburg's Favorite House, fan interactive voting contest on www.fredparade.com
- Virtual Parade of Homes Awards Celebration (*video premiered on Facebook)
- Discount on magazine advertising for entered builders (up to 50% off regular rate)
- Award ad campaign featuring winning HOMES/projects (October).
- **IMPORTANT FOR 2020! Homes do not have to be open to the public. Homes can be Virtual Tour only. This means you can promote an entry that is completed and sold.**
- **Current COVID-19 Model Home Tour Guidelines provided by local authorities and CDC will be in effect for all entered homes that choose to promote open house.**

Builders/Remodelers are to provide:

- Photography and virtual/video tour (if available) of entry
- Floorplans (simplified brochure blackline) as digital file or image
- Features, highlights, and details of the entry (*see form attached*)
- Builder can specify how property can be viewed by public – *this includes Model Home Open Hours; By Appointment Only; Virtual Tour Only, etc.*

ENTRY FEES:

2020 Model/Spec Home Fee: \$1500 per entry
Community Entry Fee: \$1500 per entry
2020 Remodel Project Entry Fees: \$1200 per entry

Fredericksburg Digital Parade of Homes

Important Dates to Remember:

- Deadline to Enter: August 15, 2020
- Deadline for Photographs and Details: August 22, 2020
- Pinnacle Builder Entries Due: September 1, 2019
- Virtual/Online Judging: THURSDAY, September 24, 2020
- Parade of Homes Virtual Awards Celebration: October 1, 2020
- Parade of Homes Entry Marketing – August to October 2020

Judging Information:

Entries will be grouped **approximately** in the following price ranges (these are subject to change based on entry count):

- \$0 - \$399,999
- \$400,000 - \$599,999
- \$600,000 - \$799,999
- \$800,000 - \$999,999
- over \$1,000,000
- Community
- Townhouse
- Active Adult
- Remodel Project

All Entries will be judged within each price range and are eligible to win the following awards:

- **Best of Parade** (overall price range winner)
- **Best Kitchen**
- **Best Master Suite**
- **Best Floor Plan**
- **Best Curb Appeal** (Front)
- **Best Outdoor Living Space** (Rear/Side)
- **Best Rec Room/Basement/Bonus/Flex Space**

Fredericksburg Homes & Living Magazine Advertising

Fredericksburg Homes & Living magazine and FredParade.com

Thousands of Fredericksburg Homes & Living magazines - Parade of Homes edition will be distributed in the Fredericksburg area and surrounding counties!

This full-color lifestyle magazine featuring FABA's Parade of Homes entries is a great way to put your company in front of thousands of interested, prospective home buyers in the area. **Advertisers will also be featured on FredParade.com with a direct link to your website.**

Builders: No house ready this year? THIS is your opportunity to participate in the 2020 Parade of Homes and market your company to the potential customers in this mass distributed lifestyle magazine and on the FredParade.com website.

Associate Members: join Cornerstone sponsors - Assurance Financial and Quarles - and promote your business to thousands of potential customers in the Fredericksburg region in this glossy publication and on the FredParade.com website. This year's magazine features several ad sizes to fit every budget.

For more information OR to place an ad in the 2020 Fredericksburg Homes & Living - Parade of Homes edition, contact Chrissy at FABA at fredparade@fabava.com or call 540-898-2730.

Magazine and Website Advertising Package	Color Ad
Back Cover of Magazine + Banner ad on bottom of FredParade.com all pages	\$ 2500
Inside Front/Inside Back Cover of Magazine + Tower ad with link on FredParade.com all pages	\$ 2000
Full Page in Magazine + Sidebar ad with link on FredParade.com homepage only	\$ 1500
½ Page in Magazine + logo with link on advertiser page	\$ 900
¼ Page in Magazine + logo with link on advertiser page	\$ 650
Business Card in Magazine + logo with link on advertiser page	\$ 400

Final Ad Artwork must be submitted as high resolution/commercial print quality PDF files to: fredparade@fabava.com no later than August 30, 2020. No exceptions, no extensions.

2020 Digital 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 2020 Parade of Homes, builder must be a member of Fredericksburg Area Builders Association. Non-members may participate by purchasing an advertising package.
- The **2020 Digital 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, 2020. **Unpaid entries on August 15, 2020 WILL NOT BE INCLUDED IN THE MAGAZINE LAYOUT.**
- Builder to supply digital files/images of 'brochure or black line' **Floor Plans** for each entry and high resolution digital Exterior photograph (or comparable interior photograph of remodel project) no later than August 22, 2020 (These images will be printed in Fredericksburg Homes & Living magazine and posted on www.FredParade.com).
- Builder may supply up to 30 **additional photographs/renderings** of each entry up until August 22, 2020 to be included on www.FredParade.com.
- Builder must also supply a high resolution, full color **company logo** to be printed in Fredericksburg Homes & Living magazine and posted on www.FredParade.com).
- All supplied photos may be used by FABA in marketing and promotion of Builder's entry and Parade of Homes.
- **Builder is ultimately responsible for approval and verification of ALL information printed in the Fredericksburg Homes & Living magazine and that which appears on www.FredParade.com. FABA will provide proofs/links and will allow a reasonable amount of time for builder verification of materials to be printed or published online.**

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 clean, sanitized, and 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 illness or 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.

4. Key Dates

- Entry deadline: August 15, 2020
- Deadline to submit details and photos: August 22, 2020
- Pinnacle Builder Entry deadline: September 1, 2020
- Virtual/Online Judging: Thursday, September 24, 2020
- Parade of Homes Virtual Awards Celebration: Thursday, October 1, 2020

5. Open House /Tour Instructions

NEW! Builder will determine if entries will be open to the public. Parade of Homes will not promote ANY specific open house times or dates. Builder may promote hours home is to open on www.FredParade.com OR how tours may be scheduled by appointment only. **Current COVID-19 Model Home Tour Guidelines provided by local authorities and CDC will be in effect for all entered homes.**

6. Completion – for Open House Tours only

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

7. Accessibility – for Open House Tours only

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

8. Pre-sold Homes or Occupied Home Entries

Occupied and Pre-sold homes may enter Parade of Home. These homes will be promoted with Virtual Tours and may only be shown by appointment.

9. Clean-up – for Open House Tours only

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

Due to new county regulations, no street signs will be provided.

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. Entries with unpaid balances as of August 22, 2020 will not be featured in the Fredericksburg Homes & Living magazine or on the FredParade.com website.

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 Fredericksburg Homes & Living magazine - Parade of Homes edition as well as up to 10-months exposure on 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 Fredericksburg Homes & Living magazine or on 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.

2020 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

Printed Name and Company:
