



2021 Fall Parade of Homes™
October 1st - October 10th
Official Entry Form and Checklist

Be a Prestigious Parade of Homes™ Participant

What does the Parade do for you? The Parade of Homes™ extends invitation to the general public into the entry homes of the prestigious participating builders in the area. It creates a welcoming atmosphere for visitors, and a top of mind awareness of new home construction as an alternative to existing homes to those who are considering a home purchase in the coming year. Your entry serves as a vehicle for introducing YOUR homes to these potential buyers.

Benefit from exposure: The event implements a comprehensive multi-media campaign including social media (web site, Facebook, digital magazine, and more), billboards, print advertising (Florida Today, SCL, and a Parade of Homes™ magazine), and yard and directional signs all designed to bring traffic to your homes.

Exclusive Showcase Sponsor: Set your entry apart by bidding for the Showcase Home and/or Showcase Community. The highest bid will be the winner of the exclusive cover of the Parade of Homes magazine, full page promotion inside of the print publication, highlighted on the HBCA website and all websites, social media advertising, and featured during the SAMTRAM Realtor Bus Tour. Submit your open bid for the Showcase Home and/or Showcase Community via email to the Parade Chair Kerrie Kundie at Kerrie@joyal-homes.com. Bid is in addition to your model entry fees. **Deadline to submit your open bid is June 24, 2021.**

Showcase your upcoming homes: Use our recently added **New Virtual Entry** option to highlight homes that will not be completed by the traditional entry deadline.

Judging: Judging will be held on Friday, October 1st and homes must be staffed during judging. We cannot specify what time the judges will arrive at your entry.

Awards: A “Best Feature” framed certificate will be presented for each entry at time of judging. At the Awards Dinner, Platinum Awards will be presented for best overall model in each price category.

The Parade of Homes Committee™ is committed to providing your

Fall Parade of Homes™

Entries with a diversified and productive Marketing Campaign!



SPACE COAST
HBCA
 HOME BUILDERS &
 CONTRACTORS ASSOCIATION

2021 PARADE OF HOMES™
OFFICIAL ENTRY FORM AND CHECKLIST

SECTION 1 - BUILDER INFORMATION

Builder Company Name: _____

HBCA MEMBER: Yes _____ No _____ Contact Person: _____

Email _____ Phone: _____ Fax: _____

Contact Person #2: _____ Email _____

Company Address: _____

City: _____ ST: _____ Zip: _____

Builder Website Address TO APPEAR IN MEDIA PUBLICATIONS:

SECTION 2 - MODEL INFORMATION

Check one: Single Family _____ Multi-Family _____ Remodel _____ Virtual Entry: _____

NOTE: ALL OF THE FOLLOWING INFORMATION WILL APPEAR IN MEDIA PUBLICATIONS.

Entry Address _____ Unit # if applicable _____

City _____ ST _____ Zip _____ Model Phone # _____

Entry Name _____ Subdivision/Development Name _____

Living SQ FT _____ Total SQ FT _____ Total Bedrooms _____ Total Bathrooms _____

PRICE for this model with lot and upgrades is \$ _____ Pool Package \$ _____

REMODEL PRICING: Project price will not be published in media publications but will be used strictly for judging purposes. This price includes all demolition and all products as shown, excluding furnishings.

Section 3 – **Virtual Entry Option**

Builders can use this section to showcase homes under construction and not ready for the 2021 Parade of Homes. The Home(s) will be displayed in print and online marketing for the Parade of Homes and will feature a photo or rendering of the home, special features, up to 3 logos, builders bio, link to virtual tour if available, contact information and the estimated completion date. All information and rendering or photo provided by builder.

Section 4 - MEDIA PUBLICATIONS REQUIREMENTS

1. **MODEL ENTRY PHOTO** – Parade of Homes™ entrant must provide an electronic COLOR photograph or rendering of my model (must be at least 5”X7” at 600 dpi; CMYK only; JPG or TIFF format).
2. **MODEL ENTRY FLOOR PLAN** – Parade of Homes entrant must provide an electronic copy of the model floor plan (must be 600 dpi line art; JPG, TIFF or PDF format).
3. **BUILDER LOGO** – Parade of Homes™ entrant must provide their company logo (must be 600 dpi; JPG; TIFF or PDF format).
4. **MODEL DESCRIPTION AND FEATURED BULLETS**- Parade of Homes™ entrant must provide a description and up to 8 (eight) bulleted features of the model. (Description can be no more than 70 words. Bulleted home features have a maximum of FOUR words per line. BOTH the description and bullets should be typed and be submitted in the SAME document in Microsoft WORD.)
5. **DIRECTIONS** - Parade of Homes™ entrant must provide detailed directions to the model. (Directions can be no more than 45 words and must be submitted in Microsoft Word, preferably saved in the same document as the model description and bullets.) *Please note: Home descriptions and bullet points are subject to editing for grammar, clarity, spelling, consistency, style and conciseness.
6. **WEB ONLY**-The Parade of Homes™ Web site allows you to provide additional information not available on the printed page due to space limitations. If you want to include additional photos or other information, please submit a SEPARATE CD labeled WEB ONLY for this model.
7. **GREEN BUILDING RECOGNITION ONLY** – Proof of certification must accompany Green Building recognition will give builders a competitive advantage in the marketing of new home sales over re-sales. If builders are members of FGBC or if the model is certified, they will receive recognition on the main print media page. For green building recognition, the Parade of Homes™ entrant must provide their FGBC or LEED certification to be included on my media publication ads. You may also provide an “Energy Star” logo or a “Build Smart” logo for your media publication ads.

Please send all the information above #1-7 directly to media contact. The media contact and deadline for media and proofs will be delivered to you via a separate email. Deadline is July 29, 2021 for ALL completed parade entry forms and payments. Deadline for ALL media materials required for all parade entry is July 29, 2021. Proofs will go out as they are completed.

SECTION 5 - CRAFTSMANSHIP AWARDS

EACH BUILDER may select the Craftsmanship Award winner for their model entry.

Craftsmanship

Awards will only be awarded to members of the HBCA.

Please list the person or company that YOU feel did the most outstanding workmanship, installation or had the highest quality product. Be sure you provide the COMPLETE and ACCURATE person and/or company name with correct spelling and a company phone number.

Trade Category; ie, Electric, HVAC, Cabinets, etc. _____

Trade Company Name: _____ Contact Person: _____

Phone: _____ Email: _____

SECTION 6 - ENTRY FEES – Application DEADLINE June 24th for ALL Early Bird Entries!

HBCA Member Rates:

<i>Entry Type</i>	<i>HBCA Member Early Bird Rate (by June 24th)</i>	<i>HBCA Member Rate (Non-Early Bird)</i>
<i>Regular</i>	<i>\$2,995</i>	<i>\$3,295</i>
<i>Additional 1-3</i>	<i>\$2,495</i>	<i>\$2,895</i>
<i>Remodel</i>	<i>\$1,595</i>	<i>\$1,895</i>
<i>Virtual</i>	<i>\$1,995</i>	<i>\$2,295</i>
<i>Showroom</i>	<i>\$1,595</i>	<i>\$1,895</i>
<i>SamTram</i>	<i>\$495</i>	<i>\$595</i>

*Additional 4+ Home Entries 20% off

Non-Member Rates:

<i>Entry Type</i>	<i>Non-Member Early Bird Rate (by June 24th)</i>	<i>Non-Member Rate (Non-Early Bird)</i>
<i>Regular</i>	<i>\$3,695</i>	<i>\$3,995</i>
<i>Additional</i>	<i>\$3,195</i>	<i>\$3,495</i>
<i>Remodel</i>	<i>\$1,995</i>	<i>\$2,295</i>
<i>Virtual</i>	<i>\$2,395</i>	<i>\$2,695</i>
<i>Showroom</i>	<i>\$1,995</i>	<i>\$2,295</i>
<i>SamTram</i>	<i>\$695</i>	<i>\$795</i>

**The price of entry includes 4 tickets for the Awards Ceremony Dinner.

Entry Fees Final Payment Due August 12th, 2021

LATE FEES apply starting August 13th. Members add \$250 per entry and Non-Members add \$300 per entry.

NO entries will be accepted after July 29th. Any late entries must have permission from the Executive Officer and/or POH Chair to submit late entry.

Cancellations/withdrawals: A \$500 fee will be charged for any cancellations/withdrawals prior to August 12th, 2021. Entry fee will be forfeited after said date.

Sign deposit: A **\$100 deposit for each yard sign** is required at time of pick-up on cash or check only. Signs must be returned to HBCA to receive the deposit refund by October 22nd, 2021.

You can pick up your Parade of HomesTM sign and directional signs starting September 27th, 2021. All signs must be removed from posted places no later than Monday, October 11th, 2021.

Failure to remove and return these signs by the deadline is a violation of the HBCA Parade of HomesTM Trademark.

Section 7 - Payment Information

Make checks payable to HBCA of Brevard, Inc.

For more information call the HBCA at 321-254-3700 or email tori@hbca-brevard.org

Return all information to:

HBCA
1500 W. Eau Gallie Blvd., Suite A2
Melbourne, FL 32935
E-mail: tori@hbca-brevard.org

___ Check enclosed (make payable to HBCA of Brevard, Inc.) in the amount of \$ _____

___ Charge to my ___ MasterCard ___ Visa ___ American Express ___ Discover _____

Card # _____ Expiration _____ CVV _____

Print Name on Card _____

Billing Address _____

City _____ ST _____ Zip _____

Signature _____

Showcase Home and Showcase Community Bid Information

Set your entry apart by being the exclusive Showcase Home and /or Showcase Community of 2020. Closed bids are being accepted now through June 24, 2021. The highest bids will be communicated on June 27, 2021. All bidders will have a chance to place a second and final bid by July 5, 2021. Showcase bids are in addition to the entry fee(s). The prestigious Showcase Home and Community titles will be awarded to the highest bidders.

To submit your bid, please complete and return to the Parade of Homes Chair Kerrie Kundie at Kerrie@joyal-homes.com.

Showcase Home Minimum Bid: \$2,500

Showcase Community Minimum Bid: \$5,000

	Showcase Community	Showcase Home
Exclusive Cover of POH Magazine	YES	YES
Exclusive Full Page Promotion Inside Magazine	YES	YES
Featured on POH website	YES	YES
Featured on POH Billboards	YES	YES
Featured Article in HBCA Newsletter	Full Page	½ Page
Featured Sneak Peak SAMTRAM realtor bus Tour	YES	YES
Feature Ad or Article in Local Publications	YES	YES
Exclusive Kickoff Party	YES	NO
Host Site for Judge's Breakfast on Judging day	NO	YES

YES! I would like to bid on the Showcase Home and my open bid is \$_____.

YES! I would like to bid on the Showcase Community and my open bid is \$_____.

Company Name: _____ Contact: _____

Email: _____ Phone: _____