



2022 Fall Parade of Homes™ September 30th - October 9th

Official Entry Form and Checklist

What does the Parade do for you? The Parade of Homes™ extends invitation to the 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), 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 option to host the Realtor Preview Event. Submit your open bid for the Showcase Home and/or Showcase Community via email to the Parade Chair Megan Ross at Mshort820@gmail.com. Bid is in addition to your model entry fees. Deadline to submit your open bid is June 24, 2022.

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

Judging: Judging will be held on Friday, September 30th 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.



2022 PARADE OF HOMES™ OFFICIAL ENTRY FORM AND CHECKLIST

SECTION 1 - BUILDER INFORMATION

Builder Company Name: _____

Contact Person: _____

Email Address: _____ Telephone: _____

Contact Person #2: _____

Email Address: _____ Telephone: _____

Company Address: _____

City: _____ ST: _____ Zip Code: _____

Builder Website Address: _____

SECTION 2 - MODEL INFORMATION

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

ALL OF THE INFORMATION BELOW WILL APPEAR IN THE PARADE OF HOMES MAGAZINE

Entry Name: _____ Subdivision/Development Name: _____

Entry Address: _____ Unit #: _____

City: _____ ST: _____ Zip Code: _____ Model Phone # _____

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 furnish



Section 3 – **Virtual Entry Option**

Builders can use this section to showcase homes under construction and not ready for the 2022 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 – PARADE OF HOMES MAGAZINE PUBLICATION 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. 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 #1-6 directly to Tori Johnson @ Tori@SpaceCoastHBCA.org. The media contact and deadline for media and proofs will be delivered to you via a separate email. Deadline is July 29, 2022 for ALL completed parade entry forms and payments. Deadline for ALL media materials required for all parade entry is July 29, 2022. Proofs will go out as they are completed.



SECTION 5 - CRAFTSMANSHIP AWARDS

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

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 (i.e. Electric, HVAC, Cabinets, etc.):

Trade Company Name: _____

Contact Person: _____

Telephone: _____ Email Address: _____

SECTION 6 - ENTRY FEES – Application DEADLINE July 1, 2022, 5:00 p.m. for ALL Early Bird Entries!

Entry Type	Early Bird Rate (by July 1, 2022, 5:00 p.m.)	Non-Early Bird Rate
1 Entry	\$2,995	\$3,295
Each Additional	\$2,495	\$2,895
Remodel	\$1,595	\$1,895
Virtual	\$1,995	\$2,295
Showroom	\$1,595	\$1,895

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

Entry Fees Final Payment Due August 12th, 2022

LATE FEES are \$250 per entry starting August 13th.

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

Cancellations/withdrawals: A \$500 fee will be charged for any cancellations/withdrawals prior to August 12th, 2022. 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 21nd, 2022.

You can pick up your Parade of Homes™ sign and directional signs starting September 26th, 2022. All signs must be removed from posted places no later than Monday, October 10th, 2022.

Failure to remove and return these signs by the deadline is a violation of the HBCA Parade of Homes™ 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@spacecoasthbc.org

Return all information to:

Space Coast HBCA
1500 W. Eau Gallie Blvd., Suite A2
Melbourne, FL 32935
E-mail: tori@spacecoasthbc.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 Code: _____

Authorized Signature: _____



Showcase Home and Showcase Community Bid Information

Set your entry apart by being the exclusive Showcase Home and /or Showcase Community of 2022. Closed bids are being accepted now through June 24, 2022. The highest bids will be communicated on July, 1, 2022. 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 Megan Ross at Mshort820@gmail.com

Showcase Home Minimum Bid: \$2,500

Showcase Community Minimum Bid: \$5,000

	Showcase Community	Showcase Home
Cover of POH Magazine	YES	YES
Full Page Promotion Inside Magazine	YES	YES
Featured on POH Event Webpage	YES	YES
Featured Ad or Article in Local Print Publication	YES	YES
Option to Host Kickoff Party	YES	NO
Option to be the Host Site for Judge's Breakfast on Judging Day	NO	YES
Option to host the 2022 Realtor Preview	YES	NO

***If the Showcase Home cannot host the judge's breakfast then the Showcase Community will be given the opportunity.**

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: _____ Telephone: _____