



2017 Fall Parade of Homes™ Details

The Bryan-College Station Home Builders Association dba Greater Brazos Valley Builders Association is pleased announce that the 2017 Fall Parade of Homes™ will be held on the weekend of **October 21 & 22**. The hours for the Parade will be **10:00 AM – 5:00 PM on Saturday and 1:00 PM – 5:00 PM on Sunday**.

Builders may enter the Parade of Homes™ by completing the entry agreement and house detail pages. **Entries must be received by Tuesday, August 1st to ensure full and complete marketing benefits for your company and Parade home(s)**. Please submit full payment with entry form.

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 and radio partners and a robust social media campaign.**

Builders who submit home entry in the Parade of Homes™ by August 1st have an opportunity to put a 100 – 125 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 Fall 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 2017 Fall Parade 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 and our industry.

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

In addition, all HBA members will be able to select from various print, radio advertising and social media packages. ***All media packages will be sent when final pricing has been established.*** The media contacts will be listed on the packages for you to contact directly.

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

Sincerely,

Jimmy Pitman

Jimmy Pitman, GBVBA President

Dennis McMillin

Fall Parade of Homes™ Chairman

2017 Fall Parade of Homes™
ENTRY DEADLINE: TUESDAY AUGUST 1, 2017

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 – Tuesday, August 1, 2017.** GBVBA Member Entry Fees: \$595 for the 1st home, \$545 for 2nd home and \$495 for each home entry thereafter. Nonmembers: \$1100 per home entry.
- 3) **Late Entry Fee:** Late Entry Fees after Tuesday August 1, 2017: Add \$100 per house entry. Homes entered after August 1st 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 August 31st 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 100-125 words. GBVBA reserves the right to edit and/or add text to meet the word count requirements.
- 7) **VERIFICATION OF INFORMATION ON GBVBA WEBSITE:** It will be the Builder or Builder's representative's responsibility to review their Parade of Homes™ entry information on the GbvBuilders.org website 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.**

BUILDER HOME ENTRY FORM

2017 Fall Parade of Homes™

HOUSE ENTRY DEADLINE: TUESDAY, AUGUST 1, 2017

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

After August 1st - 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 100 and MAXIMUM 125 WORD COUNT**

(Attach additional sheets if needed) _____

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

After August 1st - 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: RoseSelman@bcsbuilders.org For questions, call (979) 696-0272

BUILDER HOME ENTRY FORM
2017 Fall Parade of Homes™
ENTRY DEADLINE: TUESDAY, AUGUST 1, 2017

3rd Home: ENTRY FEE - \$495/members; \$1100/nonmembers
After August 1st - 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 and More Homes: ENTRY FEE - \$495/members; \$1100/nonmembers
After August 1st - 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: RoseSelman@gbvbuilders.org
For questions, please call Rose Selman at (979) 696-0272

2017 Fall Parade of Homes™ Sponsorships

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

****Available ONLY to Builder Entered in 2017 Fall Parade of Homes™***

Photo must be of professional quality with Editor's approval
Specific area designated on cover of Parade Guide
Includes a 100-word description of photo/builder logo in Contents Page

Gold Sponsors *(2 only) – Cost \$1,600

Full Page/Full Color Advertisement – Parade of Homes™ Guide – Insite Magazine Insert
Full Page Advertisement – The Eagle's Parade Guide & BV Properties On Sunday of Parade of Homes™
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
Exclusive Name Recognition on any Parade of Homes™ Radio 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 Google +

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

Silver Sponsors (5 only)– Cost \$1,100

Half Page/Full Color Advertisement Parade of Homes™ Guide – Insite Magazine Insert
Half Page Advertisement – The Eagle's Parade Guide & BV Properties On Sunday of Parade of Homes™
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 Google +

Bronze Sponsors (7 only) – Cost \$600

Quarter Page/Full Color Advertisement –Parade of Homes™ Guide – Insite Magazine Insert
Quarter Page Advertisement – The Eagle's Parade Guide & BV Properties On Sunday of Parade
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 Google +

Contributor Sponsors (10 only) – Cost \$300

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 SPONSORSHIP LEVEL- FIRST COME, FIRST RESERVED
SPONSORSHIP DEADLINE IS FRIDAY, AUGUST 11, 2017

2017 FALL PARADE OF HOMES™ HOME ENTRY AND SPONSORSHIP COMMITMENT FORM

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

TYPE OF SPONSORSHIP(S): _____ AMOUNT: \$ _____

COMPANY NAME: _____ (FOR ADVERTISING)

REPRESENTATIVE: _____ TITLE: _____

BILLING ADDRESS: _____

CITY/STATE/ZIP: _____ PHONE: _____

EMAIL: _____ WEBSITE: _____

PAYMENT INFO: _____ Payment Enclosed _____ Invoice (*available to BCSHBA Members Only-DUE BY 8/31*)

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: marketing@gbvbuilders.org ♦ www.gbvbuilders.org