

PARADE *of* HOMES

To: FABA Builders and Remodelers
From: FABA Parade of Homes Committee
RE: 2018 Fredericksburg Area Parade of Homes
Date: July 5, 2018

It's not too late to enter your houses and remodel/renovation projects in the 2018 Parade of Homes! FABA and the POH Committee have been working hard to make this year's Parade the best ever! The value of your entry this year is greater than ever before with an amazing and diverse marketing plan. As a quick recap, here is what you can expect.

2018 Parade of Homes Entries Include:

- Full Page in Parade of Homes printed directory guide booklet (*half page for Remodel/Renovation Projects*).
- Featured visibility on Parade of Homes mobile-friendly website (www.fredparade.com) beginning July 2018.
- Social Media ad campaign featuring individual property promos (July-October), video, photos, and event ads.
- Fredericksburg Fan Favorite CONTEST on www.fredparade.com promoted on all media outlets with prize drawing.
- Mass distribution of printed booklets through area rack-delivery, targeted direct mail, and online advertising.
- Distribution of booklets to local real estate professionals at Realtors Expo, on FAAR website, and other FAAR events.
- Area-wide print and online advertising campaign in *Fredericksburg Parent & Family Magazine*, *Free Lance Star/Star Weekly*, and *Front Porch Fredericksburg*.
- Radio traffic sponsorships on local Fredericksburg radio stations, and online streaming video advertisements.
- One free ticket to attend the Parade of Homes Recognition and Awards Celebration.
- 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 FORMAT).
- Newly updated judging process and additional award categories (see judging information attached).
- Discounted add-on printed guide book advertising opportunities for entered builders (50% off regular rate, excludes premium placement – back cover, inside covers, see last page of booklet)

Builders/Remodelers to provide:

- Photography and virtual/video tour of entry. (*We have negotiated a discounted POH rate available to you if needed, see attached*).
- Floorplans (blackline) as pdf file.
- Features, highlights, and specs of the property (detailed entry form will be sent once we receive your entry application).

2018 Entry Fees for Houses: \$1500 per entry

2018 Entry Fees for Remodel/Renovation Projects: \$1000 per entry

Important Dates to Remember:

- Deadline for Entry is August 1, 2018
- Deadline for Photographs and Completed Information to be provided is August 15, 2018
- Pinnacle Builder Entry deadline: September 15, 2018
- Judging & Realtor Open: October 2, 2018
(*occupied Renovation Projects may be judged and open to the public if builder obtains homeowner approval*)
- Parade of Homes Celebration: October 5, 2018
- Parade of Homes Public Viewing Weekends - October 6, 2018 - October 7, 2018 and October 13, 2018 - October 14, 2018

Parade of Homes Information at a Glance

October 6 – 7, 2018 and October 13-14, 2018

FABA to Provide

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- Newly updated judging process and additional award categories (see judging information attached).
- Advertising sales in printed guide booklet with discounts available to entered builders. See attached advertising rate card in packet.
- **POH Logo file will be sent to builder contact to be included on your website with link to www.fredparade.com**

Builders to Provide

- **Photography – Exterior and Interior photos**
- **Tour Videos/Virtual Tour links**
(If you do not have photos/videos/tours available, FABA has negotiated discounted rates for Parade of Homes properties with the following vendors, contact them directly to discuss details:
Cynthia James Photography (571) 437-5723
and
Regarday - Paddy Osborne (540) 424-7979
- **Builders Logo – digital file**
- **Completed Entry Details Form**

Revised Judging/Awards

- Properties will be grouped in the following price range categories for judging:
 - \$0 - \$400,000
 - \$400,001 - \$600,000
 - \$600,001 - \$800,000
 - \$800,001 +
- Properties will be judged and are eligible to win awards in each price range category.
 - **Best of Category** (overall price category winner)
And, new for 2018, within each category the following Specialty Awards will be judged:
 - **Best Kitchen**
 - **Best Master Suite**
 - **Best Interior Design/Staging**
 - **Best Floor Plan/Architectural Layout**
 - **Best Outdoor Living Space** (Rear/Side)
 - **Best Curb Appeal** (Front)
 - **Best Rec Room/Basement/Bonus/Flex Space**
- A property may only win one new "Specialty Award" but may win the Best of Category and one Specialty Award.
- Revised judging forms will be provided to builders to review once they have been finalized by committee (before September 1, 2018).

Marketing Details

Distribution of Printed Guide Book

- FABA Office
- Rack Distribution to 300+ local locations
- Fredericksburg Visitors Center
- Chamber of Commerce Office
- FAAR
- Builders Sales Centers
- Advertisers Offices
- Local Hotels and many more...

Digital Online Guide Book

- Parade of Homes website www.fredparade.com
- FABA website www.fabava.com
- Link from Free Lance Star (Fredericksburg.com) and Fredericksburg Parent & Family Magazine websites and Social Media pages
- FABA and Parade of Homes Facebook, Instagram, Pinterest, Houzz
- YouTube Videos and much more...

Traditional Advertising/Marketing

- Free Lance Star
- FLS Star Weekly (mailbox delivered free supplement)
- Fredericksburg Parent & Family
- Front Porch Fredericksburg
- Traffic Sponsorships Fredericksburg area radio stations
- Direct Mailer
- Direct e-Mailer
- Press Releases to local and regional publications
- Editorial Content in local print publications
- Digital flip-book of Guide Booklet
- Banner on lawn at FABA
- Press release template to builders for community news
- And more to be announced soon

2018 Parade of Homes Fredericksburg Area Builders Association

Entry Details

Company Information

Company Name: _____

Mailing Address: _____
Street Address *Apartment/Unit #*

Billing Address: _____
City *State* *ZIP Code*
Same as Mailing Address

_____ *Apartment/Unit #*
Street Address

_____ *State* *ZIP Code*
City

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Model Representative Information

Rep at Model: _____
Contact name who will physically be in the Model Home on Judging Day (09/29/17)

Rep Email: _____ Rep Mobile Phone: _____

Model Home Information

Model Name: _____ Subdivision _____

Finished Price: _____ Base Price: _____
Price of home as shown on Parade Day (all options included) Base price of house -- Specify Construction Only or With Land

Model Address: _____
Street Address *Apartment/Unit #*

_____ *State* *ZIP Code*
City

Model GPS Latitude: _____ Model GPS Longitude: _____

of Bedrooms: _____ # of Bathrooms: _____ # of Half Baths: _____ Basement: _____
Select option from drop down

Square Footage Range for model: _____ Actual Square Footage: _____

Type of Home: _____
Check all that apply

Single Family (Detached)	FINISHED Above Grade AS SHOWN ON PARADE DAY
Active Adult	FINISHED Below Grade AS SHOWN ON PARADE DAY
Townhome	
Condo	UNFINISHED Above Grade -- AS SHOWN
Villa	UNFINISHED Below Grade -- AS SHOWN
Furnished	
Unfurnished	
Other	

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 Special Offers/Sales:

Send Photographs or Renderings (EXTERIOR and INTERIOR) and Floor Plans to fredparade@fabava.com.

2018 Parade of Homes Guide Book

Sales are now open for Advertising in the 2018 Parade of Homes Guide Book and Parade of Homes website packages!

2018 Parade of Homes Weekends: Oct. 6-7 and Oct. 12-13

This year, over 3000 Parade of Homes Guide Books will be distributed by targeted direct mail and delivered to over 300 high traffic rack locations in the Fredericksburg area and surrounding counties! The full-color 2018 Parade of Homes Guide Book is a great way to put your company in front of thousands of interested and prospective home buyers in the area. **This year's Parade of Homes advertisers will also be featured on the www.FredParade.com website on a customized Advertisers and Contributors page.** Your listing on the website will include your company logo, your contact information, and link to your company website with a brief company description.

Builders, there's still time to enter your houses in the Parade of Homes, but if you already know that you will NOT have a house ready this year, **THIS** is your opportunity to still participate in the 2018 Parade of Homes and market your home building company to the potential customers in this mass distributed Parade of Homes Guide Book and on the high traffic www.FredParade.com website.

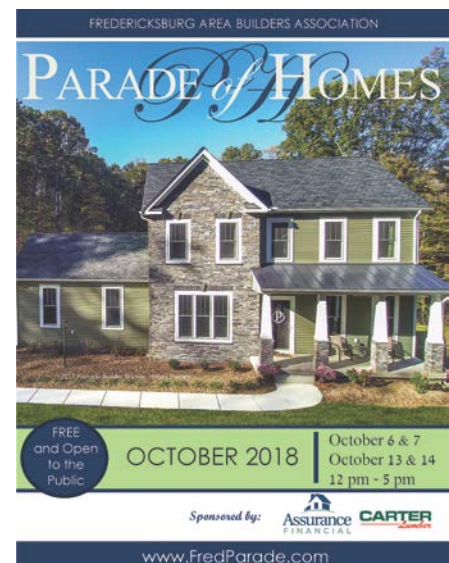
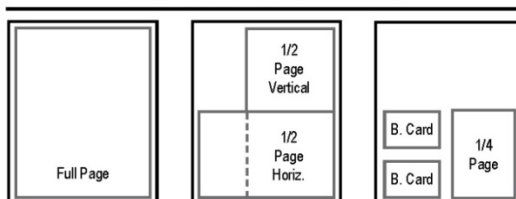
Associate Members, join presenting sponsors - Assurance Financial and Carter Lumber - and all of the FABA Cornerstone sponsor advertisers and promote your business to thousands of potential customers in the Fredericksburg region in this quality publication and on the Parade of Homes website. This year's Guide Book package 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 or call 540-898-2730.

2018 Ad Rates

Guide Book Ad and Website Package	Color Ad +
Back Cover	\$ 2399
Inside Front/Inside Back Cover	\$ 2199
Full Page	\$ 1350
½ Page	\$ 1000
¼ Page	\$ 750
Business Card	\$ 450

8.5" x 11" Publication



Send space reservation and payment are being managed by FABA.

Submit final Ad Artwork as PDF, JPG, PNG files to: fredparade@fabava.com



2018 Parade of Homes

Fredericksburg Area Builders Association

Participation Guidelines

1. Participation/Criteria

- Participant must be a Licensed Contractor with the Commonwealth of Virginia.
- Entrant must be a member of Fredericksburg Area Builders Association. However, non-members may participate in the POH18 marketing/promotion by purchasing an advertising package.
- The 2018 Parade of Homes Application and 2018 Parade of Homes Entry Details forms must be completed and submitted with payment to the Fredericksburg Area Builders Association no later than August 15, 2018
- Builder must supply pdf files of floor plans of each entry, preferably 'black line only' (will be printed in POH18 Guide Book, and on www.FredParade.com).
- Builder must supply Exterior photograph or rendering of each entry as high resolution digital image file (will be printed in POH18 Guide Book, and on www.FredParade.com).
- Builder may supply up to 30 Interior photographs/renderings of each entry to be included on www.FredParade.com.
- Builder must supply a high resolution, full color company logo (will be printed in POH18 Guide Book, and 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 must provide FABA with Occupancy Permit by October 1, 2018 at noon.
- Builder must provide FABA with Certificate of Insurance showing FABA as additional insured.
- Builder is ultimately responsible for approval and verification of ALL information printed in the POH18 Guide Book and that which appears on 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 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 POH18 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 1, 2018
- Deadline to submit details and photos to be PRINTED in POH18 Guide Book: August 15, 2018
- Pinnacle Builder Entry deadline: September 15, 2018
- Judging & Realtor/VIP Open House: October 2, 2018
- Parade of Homes Awards Celebration: October 5, 2018
- POH18 Open to the Public 1st weekend: October 6 - 7, 2018
- POH18 Open to the Public 2nd weekend: October 13 - 14, 2018

5. Viewing Hours

Builder agrees to have their Parade of Homes entry(ies) open to the public and have a representative on site during the hours designated by the POH18 Committee.

For planning, tentative viewing hours are below (to be confirmed by August 15, 2018).

- Judging & Realtor VIP Open House: Tuesday, October 2, 2018: 10 am - 2 pm
- POH18 Open to the Public:
 - Saturday, October 6, 2018: 10 am - 4 pm
 - Sunday, October 7, 2018: 10 am - 4 pm
 - Saturday, October 13, 2018: 10 am - 4 pm
 - Sunday, October 14: 10 am - 4 pm

6. Completion

Builder agrees house will be fully completed prior to Judging day. Fully completed is defined as: exterior concrete complete, exterior paint complete, exterior decks complete, interior finishes/decorating complete and final clean-up complete.

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)

Pre-sold homes are eligible. 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, exterior and interior on a daily basis as required during POH18.

10. Landscaping is encouraged (not required).

11. Signage

Signs will be consistent throughout POH18. FABA will provide and deliver all signs -- lawn sign, and up to 10 directional signs to be placed on route to property from main access roads. Sales representative names & phone numbers must be provided to FABA no later than September 1, 2018 to allow time to print lawn sign rider. All signs will be placed and picked up by New Home Media for all homes entered by deadline.

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.

13. Advertising

All media and print advertising related to the Parade of Homes will be performed with the authorization of the POH18 Committee. Builder agrees it has no authority to accept or reject proposed advertising. All advertising will be subject to the deadlines set forth 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 POH18 Guide Book as well as up to 10-months exposure on 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 POH18 Guide Book, on www.FredParade.com, or through signage in the Builders' homes (see POH18 Marketing/Advertising Opportunities packet). This rule includes, but is not limited to, car dealerships' automobiles in driveways, Realtors marketing the home/subdivision, food & beverage dealers selling products, firms providing staging, furniture, art work, accessories, etc. All unspecified Marketing/Advertising Opportunities fees will be determined by the POH18 Committee. FABA encourages **membership**. Each builder is encouraged to provide the names of all FABA Associate Members -- suppliers, vendors, business providers, service providers, subcontractors, etc. -- who provide services and materials for the Builder's POH18 entry using the Pinnacle Builder Entry Form.

15. Incorporation of Additional Policies

Any additional policies or procedures of POH18 Committee and/or the FABA Board of Directors will become part of this agreement as if incorporated in full herein.

**2018 Parade of Homes
Fredericksburg Area Builders Association
Waiver of Liability for Occupied Homes**

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 him/herself, and his/her 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 he or she has reads 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 he/she has read this document carefully, fully understands and agrees to its contents for myself and on behalf of his/her heirs, personal representatives and assigns, and intend 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