

2018 Parade of Homes - June 8, 9 & 10

Registration Packet

Early Registration April 16, 2018

Registration Deadline May 18, 2018

**EACH BUILDER WHO HAS ALL OF THE REQUIRED
FORMS AND ENTRY FEE(S) TURNED IN BY APRIL 16, 2018 WILL BE GIVEN
A 1/2 PAGE AD IN OZARK LIVING!
ENTRIES TURNED IN AFTER APRIL 16, 2018
WILL NOT BE LISTED IN OZARK LIVING.
(MULTIPLE HOMES WILL RECEIVE MULTIPLE 1/2 PAGE ADS!)**

Completed Registration includes **ALL** of the following:

- Builder Membership must be current
- Registration forms completely filled out
- Company logo in electronic format
- Certificate of general liability insurance
- List of sub-contractors and suppliers
- Payment in full
- All of the above returned to:
NWA Home Builders Association
2022 Long Street, Suite C
Springdale, AR 72764



Parade of Homes

June 8, 9 & 10

The 2018 Parade of Homes presented by the NWA Home Builders Association is quickly approaching. The dates this year are June 8, 9 & 10. Be sure to mark your calendars!

The 2018 Parade will offer something for everyone in Northwest Arkansas. We encourage all of our builder members to participate because this is the time for you and your subcontractors to show off your craft! Entries this year will be \$900 and entries will be judged again this year. Remodeler entries must have a minimum remodel cost of \$50,000. We are planning an aggressive advertising campaign with a goal of maximum volume of traffic through our parade homes. There simply is not a more economical way of getting this many people through your home(s).

Once again, we have an opportunity for developers who would like to showcase their subdivisions and be a Subdivision Sponsor. Details follow in the packet.

The parade is a great way for builders to meet new clients, and allow guests to view a variety of quality homes which will exhibit the innovative products and ideas you use. We look forward to seeing many of your homes in there this year.

One of the goals of the NWA HBA is to educate our membership and our community in promoting home ownership. As a united association of building professionals committed to providing quality homes and neighborhoods in Northwest Arkansas, we believe the Parade of Homes is an event which achieves those goals.

Admission is free. We hope this helps entice the public to come out and enjoy the Parade on June 8, 9 & 10. We look forward to seeing you there!

Best Regards,
2018 Parade of Homes Committee



Builder Rules and Guidelines

**BUILDER MEMBERSHIP MUST BE CURRENT AND ACTIVE BY May 18, 2018
AND REMAIN ACTIVE THROUGH JULY 1, 2018.**

2018 PARADE OF HOMES Dates and Hours will be advertised to the general public. Parade Home must be staffed during Parade Hours. **Builder is responsible for the staffing of Parade Home and the Home(s) must be OPEN and manned during the entire Parade!**

EVENT DATES: June 8, 9 & 10.

EVENT HOURS: Friday & Saturday, 10am to 7pm, and Sunday, Noon to 5pm

COMPLETION: All homes must be 100% complete (including landscaping), by **Monday, June 4th**. Homes not completed will not be eligible for judging.

ADVERTISING & SPECIAL SECTION INFORMATION: All logos are required to be in an electronic format.

INSURANCE: The builder will carry General Liability insurance, listing NWA HBA as a "certificate holder", on each home entered and will provide the association with a certificate of insurance coverage with registration forms. ****Registration will not be complete without the Certificate of Liability insurance.**

SUB-CONTRACTORS & SUPPLIERS: We strongly recommend at least **50%** of your subs and suppliers be members of the NWA HBA. We have attached a copy of our membership application for you to make copies of and promote membership with your non-member subs and suppliers. Please provide a list of those sub-contractors and suppliers to the HBA office no later than **May 18, 2018** for verification of membership.

Any MEMBER who is a supplier or subcontractor for a specific Parade Home may display their brochures or signage in the home, free of charge as a member benefit and a thank you for supporting the HBA. Date to join to be eligible as a member is June 1, 2018.

NON-MEMBER suppliers or subcontractors for a specific Parade Home WILL NOT be allowed to display their brochures/business cards/signage of any type on the Parade Home property. Please be aware that each builder will be responsible in making sure this does not occur.

CANCELLATIONS/WITHDRAWALS/REFUNDS: Cancellation Policy- If it becomes necessary for the NWA HBA to cancel the Parade of Homes for any reason, eligible refunds will be mailed and the entrant hereby specifically waives any claim for damages. Withdrawal Policy- No Refunds will be issued for early withdrawal and/or non-completion of entry.

ADDRESS: Builder must properly identify Parade Home with the appropriate house numbers.

SIGNAGE: Signage will be provided to each home to identify it as a Parade Entry for easy public access. Entries will also be provided with, and may purchase, additional event signage such as directional arrows.

All signage (specifically any signage placed on public streets) needs to be removed and returned to the HBA office by the builder company by Friday, June 15th.
A \$25 fee will be charged if signs are not returned by July 1st.

Parade of Homes Timeline

April 17 (Ozark Living 1/2 Page Feature)- Early Registration

- Completed registration form with \$900 payment per entry
- Company Logo in electronic format
- Certificate of General Liability Insurance
- Builder membership must be current
- List of sub-contractors and suppliers must be submitted

May 8

- Home's will be photographed by the Northwest Arkansas Democrat Gazette staff for Ozark Living (if early registration was met) and Parade Insert
- Payment must be received in full or home WILL NOT appear in the Arkansas Democrat Gazette Parade of Homes Insert or Ozark Living Magazine

June 4

- Home 100% complete including landscaping

note: Homes not completed by deadline will be disqualified from Judging

June 6

- Parade Homes will be judged this year on the following criteria:
 1. Best Curb Appeal
 2. Best Kitchen
 3. Best Master Suite
 4. Best Floorplan
 5. Best Overall

June 7

- Parade of Homes Dinner will be held in conjunction with the General Membership Meeting.
- No Cost but Reservations are required
- All Entries must have at least one representative at the dinner

June 8, 9 & 10 - PARADE OF HOMES

- Friday and Saturday Hours: 10:00 am to 7:00 pm
- Sunday: Noon to 5:00 pm
- Builder or builder representative must be present and home must be open during all viewing hours.

June 15

- Return signage to HBA office



What to expect when you enter a home in the 2018 Parade of Homes:

- ◆ Sign stating “This home will be featured in the 2018 Parade of Homes” while the home is under construction.
- ◆ Average attendance of previous years; 800 to 1000+ walking through your home in one weekend.
- ◆ Marketing through TV Commercials, Northwest Arkansas Democrat Gazette Insert Dedicated to the Parade of Homes, Ozark Living, Digital Billboards, Parade Website, Facebook, and more (the value far exceeds the cost of the entry).
- ◆ Judging of Homes and Award Dinner
- ◆ Good Solid Leads and Name Recognition

Sample Ads

Digital Billboards



Ozark Living



Parade Dinner

WELCOME TO THE 2013 PARADE OF HOMES AWARDS DINNER PRESENTED BY THE NWA HOME BUILDERS ASSOCIATION AND THE FOLLOWING SPONSORS



nwaparadeofhomes.com



interactive website

Signs



Social Media



2018 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

Limited Availability*

Subdivision Sponsor - \$2,800 (4)

Logo featured on our Digital Billboards

One Parade Home Entry

TV Advertising / 4x4 Sign at Entrance

Recognition in newspaper special section

Recognition in ALL marketing and advertising

Signage with logo at ALL Parade Homes

Signage with logo at Parade Dinner

Logo on our websites and newsletter

Recognition in HBA Newsletter

Parade Sponsor - \$1750 (2)

Recognition in newspaper special section

Recognition in ALL marketing and advertising

Signage with logo at ALL Parade Homes

Signage with logo at Parade Dinner

Logo on our websites and newsletter

Recognition in HBA Newsletter

Gold Sponsor - \$1,250 (3)

Recognition in newspaper special section

Recognition in marketing and advertising

Signage with logo at ALL Parade Homes

Signage with logo at Parade Dinner

Logo on our websites and newsletter

Silver Sponsor - \$700 (4)

Recognition in newspaper special section

Signage with name at ALL Parade Homes

Signage with name at Parade Dinner

Logo on our websites and newsletter

Sponsorships continued on next page

Sponsorships (continued)

Bronze Sponsor - \$400 (4)

Signage with name at Parade Dinner
Logo on NWA HBA website and newsletter

Dinner Sponsor - \$400 (4)

Signage with name at Parade Dinner
Logo on NWA HBA website and newsletter

Award Sponsor - \$300 (4)

Signage with name at Parade Dinner
Logo in newsletter

Driveway Sponsor - \$100

Signage with name at ALL Parade Homes
Logo in newsletter

Media Sponsorship - \$2000 (2)

**For sponsorship inquiries contact LaDonna at
479-751-6688 or email ladonna@nwabuilders.com**

Special Realtor Sponsorships Available

For more information please contact our office

21st ANNUAL Parade of Homes 2012

PRESENTED BY THE NWA HOME BUILDERS ASSOCIATION

June 22, 23 & 24
Friday & Saturday 10am-7pm - Sunday Noon- 5pm

No cameras · No food or beverages · No tobacco products · No pets
No strollers · No bare feet · SHOE COVERS REQUIRED

THANK YOU to our Sponsors

Presenting

TECHNOLOGY

COX **CUSTOM ELECTRONICS**

STOCK
Building Supply

MEDIA

NWA media
COME TO THE SOURCE.

SILVER

AEP SOUTHWESTERN ELECTRIC POWER COMPANY
A Division of Arkansas Electric Power

Parsons' Blind Company

GOLD

METRO
APPLIANCES & MORE

AWARD

CCH
Corner Custom Homes

DRIVEWAY SPONSORS

2-10 Home Buyers Warranty Boral Brick Cutting Edge Glass Hearth&Home

Be seen at every home!



Parade of Homes

June 8, 9 & 10

We will continue to advertise on digital billboards. Billboards will begin a month prior to the Parade. They will feature our Subdivision Sponsors, our Presenting Sponsors, dates and our website. This is another huge opportunity for advertising. If you are interested in being a sponsor for the 2018 Parade of Homes please don't hesitate to call or email me for further information.

We will continue to use Facebook (www.facebook.com/nwaparadeofhomes) to guide viewers to our website (www.nwaparadeofhomes.com). We had over 20k views last year so please send in your information and your pictures as soon as you can. This is a great way to showcase your Parade entry. Pictures are what people are looking for. Today Facebook users post more pictures than comments. People are very visual and it is the best way to entice them to your homes during the Parade.

The details are being worked out to give each builder the most fair and unbiased judging experience possible. Information on the judging criteria can be found on page 4. If for any reason you do not want to be judged please let us know. All homes judged must have a representative at the Awards Dinner.

REMINDER: All completed registration packets with payment turned in by April 16, 2018, will receive a 1/2 page feature in Ozark Living. You do not want to miss out on this great advertising opportunity.

Entries received after April 16, 2018, will NOT be “listed” in Ozark Living

Lets make this years Parade a great one. Use the free social media avenues out there to promote your homes and the Parade. Promote how important it is to use a builder that is a member of the Northwest Arkansas Home Builders Association. Be HBA proud and strong!

Please let me know how I can help you make this year's Parade of Homes the best yet! Feel free to call with any questions you have.

LaDonna Humphrey
Executive Officer
Northwest Arkansas Home Builders Association
Office 479.751.6688
Fax 479.751.6116
Email: ladonna@nwabuilders.com

2018 Parade of Homes Registration Form

Company Name _____

Builder Name _____

Contact Person _____

Company Address _____

Mailing Address if different from above _____

Phone _____

Fax _____ Cell _____

E-mail Address _____

Social Media _____

Web Site Address _____

Parade Home Address _____

City _____ Subdivision _____

Expected Completion Date of Entry _____

Current Stage of Entry (framing, finished, etc): _____

Price of Home including Lot \$ _____ Price to be published? Y N

Type of Entry (please circle one) Single Family Duplex Condo Town House

Listed by: (Realtor) _____

Featured Sign? Yes No **Booties?** Yes No (cost \$35 ea box)

IMPORTANT INFORMATION The information below will appear in the magazine profile (if you register by deadline). If a question is left empty, that info will not be published.

Number of Stories _____

Number of Bedrooms _____ Number of Bathrooms _____

Number of Living Areas _____

Square Footage of House _____

Price _____

Signature: _____

Signature denotes agreement to all rules and regulations of the 2018 Parade of Homes

Builder Directory Index: All builders participating in Parade will be listed. Directory is separate from profile. 100 words or less: _____

PARADE

Example: ABC Builder, Inc ABC Builder designs, builds and remodels single family homes. Specializing in custom homes in the Fayetteville area, ABC Builder has been building and remodeling since 1968. Member of the Better Business Bureau and NWAHBA, Inc., ABC Builder received the Builder of the Year award and the NWAHBA Member of the Year award. ABC Builder's mission is to build strong foundations for a customer's growing needs. ABC Builder offers custom floor designs, services and in-house financing. ABC Builder will custom build on your lot or help find a lot for you. ABC Builder builds luxury homes in the \$225,000 - \$400,000 range. 123 Road Way, Suite A, Fayetteville, AR 72701, 479-555-5555, www.ABC123.com

Home Description (60 words or less): _____

SEMA

Directions to Home from either Hwy I-49 or 71B: _____

Entry Cost \$900 Per Home— Early Registration by April 16

Total Payment Amount _____ **Payment Type:** Cash Check Credit Card

Credit Card # _____ **Exp Date** _____ **CVV:** _____

Billing Address: _____

Printed Name on Card _____

Signed _____ **Date** _____

There will be an additional \$50.00 fee if all Parade of Homes Signage is not returned by July 1st

2018 Parade of Homes Sponsorship Reservation Form

Company Name: _____

Contact Name: _____

Phone: _____ **Fax:** _____

List type of Sponsorship: _____

Total Payment Amount _____ **Payment Type:** Cash Check Visa MasterCard

Credit Card # _____ **Exp Date** _____

Billing Address: _____

Printed Name on Card _____

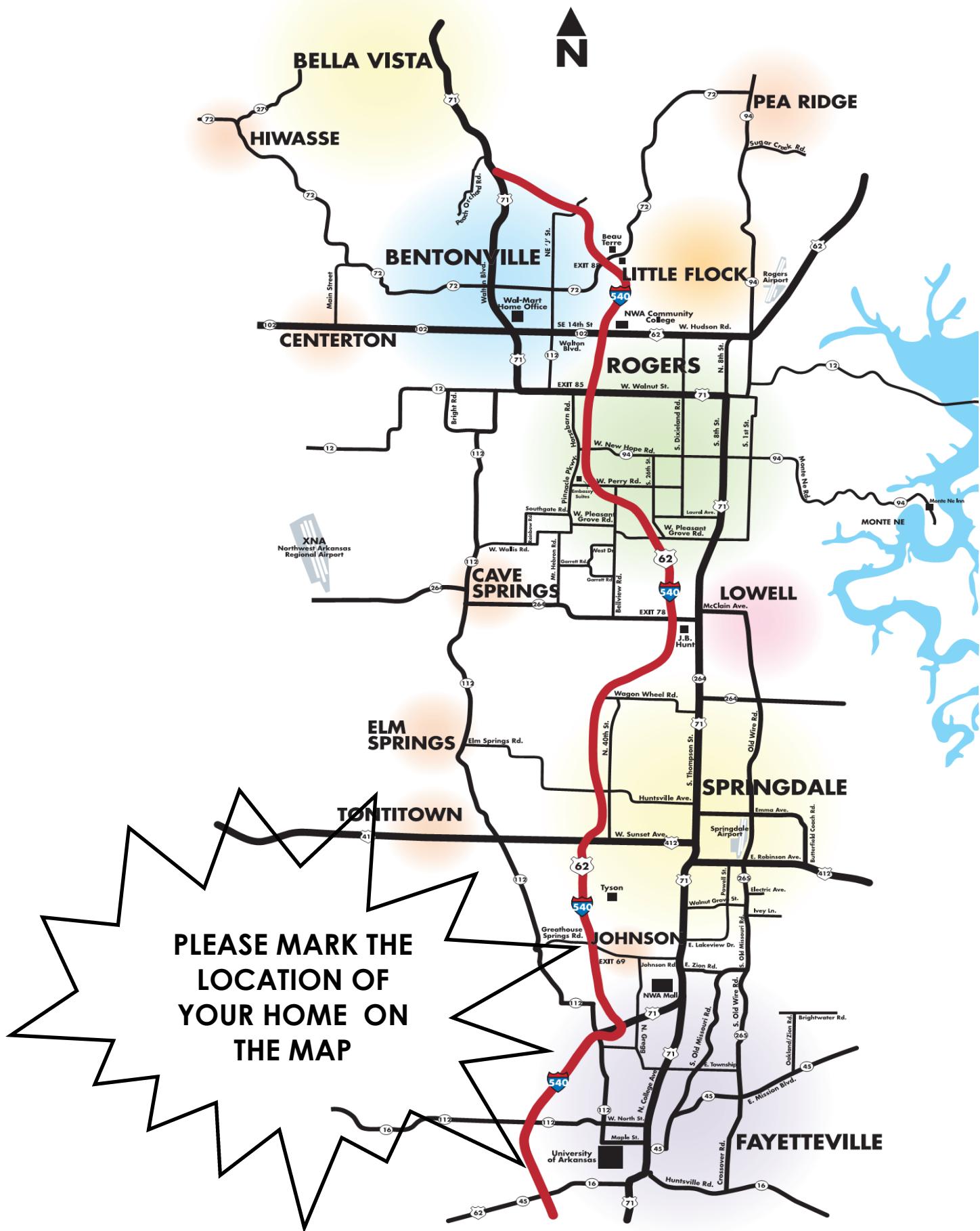
Signed _____ **Date** _____

Checklist for Completed Registration Form

- Registration forms completely filled out
- Company logo (electronic format)
- Certificate of general liability insurance
- Payment in full
- Return to:

NWA Home Builders Association, 2022 Long Street, Suite C,
Springdale, AR 72764

Registration will not be processed until all information is received.





NWA Home Builders Association Membership Application

Mailing Address: PO Box 6187, Springdale AR 72766-6187
Street Address: 2022 N Long St Ste C, Springdale AR 72764
Phone: 479-751-6688 • Fax: 479-751-6116
E-Mail: info@nwabuilders.com • Website: www.nwahba.com

Builders & Remodelers – Copy of AR Contractors License and GL Certificate is required with application
Associate – If applicable Copy of AR Contractors License and GL Certificate is required with application

APPLICANT'S INDIVIDUAL NAME: _____

Indicate the member applicant's Business Title: (Please circle one)

President/CEO
Construction Superintendent
Financial Mgr/Dir

Owner/Principal/Partner
Sales & Marketing Mgr/Dir
Other Management

VP/General Manager
Architect/Designer/Engineer
Non-Manager Position

COMPANY NAME: _____ **TAX ID #:** _____

MAILING ADDRESS: _____
Street/PO Box _____

City _____

State _____

Zip _____

PHYSICAL ADDRESS (if different): _____

PHONE: _____ **FAX:** _____

CELL: _____ **Private? Yes No** **E-MAIL:** _____

WEBSITE: _____ **FACEBOOK:** _____

ADDITIONAL COMPANY REPS: _____ **TOTAL NUMBER OF EMPLOYEES:** _____

NAME/POSITION: _____ **E-MAIL:** _____

NAME/POSITION: _____ **E-MAIL:** _____

TYPE OF BUSINESS: Corporation _____ Sole Proprietorship _____ Partnership _____ Other _____

Date Established _____ *Each applicant firm must have a six-month history in business and, if a Builder, Applicant must have been building locally for six (6) months*

REFERENCES:

Applicant must present acceptable credit, material dealer and customer references. Submit properly completed membership application showing references from at least two (2) NWAHBA members, material dealers, showing applicant has a minimum one- year credit history.

_____ **Phone:** _____

_____ **Phone:** _____

_____ **Phone:** _____

Investigation

The applicant hereby authorizes the NWAHBA to conduct such investigations of construction or professional business activities. I agree to abide by the Constitution and By-Laws (and amendment) of the Northwest Arkansas Home Builders Association, the Arkansas Home Builders Association and the National Association of Home Builders. Upon termination, I will discontinue the use of association insignia.

We assume the responsibilities stated in the HBA Code of Ethics and Mission Statement, mindful that they are part of our obligation as members of the Northwest Arkansas Home Builders Association. My signature below signifies that our company carries General Liability Insurance and we comply with Arkansas State Law in respect to the requirements for Workers Compensation Insurance.

Applicant Signature _____

Date _____

NWAHBA Sponsor Name _____ **Company** _____

BUILDER APPLICANTS ONLY:

Please circle the area(s) in which you are building homes: Washington County Benton County Rural NWA

Please circle your companies focus area(s): New Construction Remodel

Please circle your companies focus area(s): Custom Homes Spec Homes

Price Range for homes you are building: _____

Do you offer lots for sale, please circle one: Yes No

NWAHBA Mission Statement & Code of Ethics

The NWAHBA is committed to its membership body and strives to convey industry pride and professional integrity in every element of our activity.

Mission Statement:

The Northwest Arkansas Home Builders Association, chartered in 1960, is a non-profit organization that represents all areas of the building industry and all related trades and professions. Affiliated with the Arkansas Home Builders Association and the National Association of Home Builders, we provide an atmosphere for networking and sharing information among our members, and promote home ownership for the general public in our communities. **We do this by encouraging ethics and professionalism among our members, providing education and information to our membership and the general public, providing leadership support and opportunities, and maintaining a sound political action program. Our goal is to continue to serve as the voice for the building industry in Northwest Arkansas and to provide safe and quality housing in our communities.**

Code of Ethics:

The Goal of the members of the Northwest Arkansas Home Builders Association shall be to provide quality products and services at reasonable prices and thereby promote the well-being of our association, our industry, our community and our country through the American free enterprise system and by the following "Code of Ethics",

HONESTY: Honesty and integrity shall be guiding principles by which we conduct our business affairs.

FAIRNESS: We shall be fair in all our business relationships, particularly in the area of pricing, contracts, restraints of trade and negotiations in order to give our customers the best possible value.

LAWS: We shall comply with the letter and spirit of all federal, state and local laws that affect the construction industry, and work with legislators to improve these laws. We shall also abide by the by-laws of our association.

INSURANCE: We shall always maintain an appropriate amount of insurance coverage for our business, employees and customers.

SAFETY: We shall provide safe and healthy workplaces, as well as, construct safe and healthy buildings. (Builder Members)

DESIGN: We shall strive to design energy-efficient new buildings with appropriate drawings, contracts, and specifications. (Builder Members)

QUALITY: We shall conduct all our construction work and related services in a careful workman like manner in keeping with industry standards of quality.

CONDUCT: We shall strive to manage our businesses to meet professional standards of our industry and continue to learn by experience, education, research and sharing with one another in healthy competitive spirit.

WARRANTY: We shall acknowledge any defects in our material and workmanship and correct them in a mutually agreeable and timely manner.

PAYMENT: We shall pay all of our invoices in a mutually agreeable arrangement with our creditors.

OPPORTUNITY: We shall be equal opportunity employers and will not discriminate in the sale of any of our products or services.

PLEASE MAIL WITH YOUR ANNUAL DUES

ENCLOSED TO:

NWA Home Builders Association

PO Box 6187

Springdale AR 72766-6187

Phone: 479-751-6688

Fax: 479-751-6116

E-Mail: info@nwabuilders.com

Forms of Payment Accepted:

Cash Check Credit Card

For Credit Card please fill out the following:

Account #: _____

Expiration Date: _____ CVV: _____

Billing Address: _____

Name on Card: _____

Signature: _____

Date: _____

Dues are \$450 per year - Contact our office if you are interested in the monthly payment plan.

Northwest Arkansas Home Builders Association
2022 Long Street, Suite C
Springdale, AR 72764



Early Registration by: April 16, 2018



Parade of Homes

June 8, 9 & 10

Presented by the NWA Home Builders Association

Register today!
479.751.6688