

Coastal Holiday HOME TOUR

DECEMBER 8 & 9, 2018



What is the Coastal Holiday Home Tour?

The Coastal Holiday Home Tour is a new home showcase throughout New Hanover and Pender Counties. The event will consist of a self-guided home tour of fully furnished, landscaped and seasonally decorated new homes that demonstrate the latest in construction, design and technological innovations. Homes will be open to the public from 11am to 4pm December 8 & 9. Attendance is free to the public. Participating builders are required to decorate homes with festive seasonal trimmings. Holiday Decorations may be as simple or as elaborate as you would like! Members of the public will be able to vote for their favorite holiday décor in the “Best Dressed” contest.

Coastal Holiday Express Bus Tour

In addition to the self-guided tour for consumers, a luxury bus tour will be available for real estate professionals only. This Christmas-themed bus tour will utilize two motor coaches holding approximately 50 guests each. Each bus will visit participating homes on December 6. Participating in the Coastal Holiday Express is open only to those builders participating in the Coastal Holiday Home Tour.

How will the Coastal Holiday Home Tour be advertised?

The Coastal Holiday Home Tour will be marketed through a complex multi-media advertising campaign. Featured listings will be exclusively featured in a Special Edition of Homes and Land Magazine. This magazine will be distributed in 160 locations from Brunswick to Onslow Counties, as well as all homes on the Coastal Holiday Home Tour. Home profiles will also be featured on CoastalHolidayHomeTour.com and included in a targeted advertising campaign. The ad campaign will call consumers to action: “Get a glimpse of the most desirable homes on the coast!” Consumers will be encouraged to tour fully decorated, new homes during the height of the holiday season.



Each Home Receives:

FULL Home Profile on website:

CoastalHolidayHomeTour.com including relevant home details, descriptions and interior/exterior photographs.

Limit 10 images per home. 3 exterior, 7 interior.

Featured Listing in Homes and Land Magazine includes one exterior photograph, builder logo and home details.

(Profile measures approx 2.4"x2.4")

Featured Listing in Official Coastal Holiday Home Tour Touring Guide publication will be available in all homes on the Coastal Holiday Home Tour.

Inclusion on multiple platforms in multi-media event marketing campaign.

Entry Fees

Coastal Holiday Home Tour

\$600 per entry

Each builder may enter an unlimited number of homes on the self-guided home tour.

Coastal Holiday Home Tour PLUS

Coastal Holiday Express Bus Tour

\$900 for both events

Each builder may enter ONE home on bus tour.

Homes and Land Featured Listings:

Coastal Holiday HOME TOUR

VIEW HOMES ONLINE: COASTALHOLIDAYHOMETOUR.COM
TOUR HOMES : 11 AM TO 4PM DECEMBER 8 & 9 | FREE ADMISSION

<p>MODEL NAME</p> <p>123 Address Subdivision</p> <p>3 bedrooms, 2.5 baths, 1234 sq ft. Here is a one sentence description up to this line. Can add another one here, up until this line and h. Contact name lastname, email@gmail.com, (910) 123-4567</p> <p>BUILDER Logo</p>	<p>MODEL NAME</p> <p>123 Address Subdivision</p> <p>3 bedrooms, 2.5 baths, 1234 sq ft. Here is a one sentence description up to this line. Can add another one here, up until this line and h. Contact name lastname, email@gmail.com, (910) 123-4567</p> <p>BUILDER Logo</p>	<p>MODEL NAME</p> <p>123 Address Subdivision</p> <p>3 bedrooms, 2.5 baths, 1234 sq ft. Here is a one sentence description up to this line. Can add another one here, up until this line and h. Contact name lastname, email@gmail.com, (910) 123-4567</p> <p>BUILDER Logo</p>
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Entry Information

***ALL Builder Companies must be WCFHBA members.**

***Participation Limited to NEW FURNISHED homes located in New Hanover and Pender Counties.**

***WCFHBA invites your company to get into the holiday spirit by REQUIRING seasonal decorations for participating homes. Decorating themes may include secular and/or religious/cultural holidays such as Christmas, Hanukkah, Kwanza, etc. Get creative, there WILL be a "Best Dressed" contest for holiday décor, to be judged by the public.**

Entry Deadline:

Complete and Return Builder Entry Form(s) to WCFHBA by: Monday, October 1.

Your entry **MUST** include interior and exterior photographs of your **FINISHED, NEW** home.

At least 3 images should be exterior photographs. A maximum of 10 photos per entry may be submitted.

Photos are due with application by Monday, October 1.

Late submissions may not be included in marketing campaign.

See last page for full list of Rules & Requirements for eligibility.

SUBMIT COMPLETE ENTRY PACKAGE:

By mail to: WCFHBA, PO Box 3101, Wilmington NC 28406 **OR By email to:** naomi@wilmhba.org

For sending large files, such as photos, photosharing via Dropbox preferred.

For questions, contact Naomi Wright at WCFHBA:
Phone: 910-799-2611 Email: naomi@wilmhba.org

PLEASE NOTE: WCFHBA encourages applicants to review home information, pricing, details, and all other descriptive information with your marketing representative or sales agent BEFORE submitting. **ONCE SUBMITTED, ALL CRITERIA IS FINAL. NO PROOFS WILL BE SENT PRIOR TO PUBLICATION.**

NO PROOFS WILL BE SENT PRIOR TO PUBLICATION. ONCE SUBMITTED ALL CRITERIA IS FINAL. The Information provided on this form will be used exactly as submitted on this form, in all applicable marketing materials for the Coastal Holiday Home Tour and Coastal Holiday Express Bus Tour.

PLEASE WRITE CLEARLY. WCFHBA is not responsible for errors or omissions in the information provided on builder entry form. Requested changes may be subject to a change order fee of \$300.

YOU MUST COMPLETE ALL FIELDS. IF ENTERING MORE THAN ONE HOME, PAGES 3 & 4 MUST BE COMPLETED FOR EACH.

Entry Contact Information: INTERNAL USE ONLY, THIS INFO IS NOT PUBLISHED

Primary Contact Person: _____
All information pertaining to Coastal Holiday Event(s) will be shared with this individual.
 Phone: _____ Email: _____

Information in this section will be included in Homes & Land Featured Listing (Print)

Name of Model/Plan: _____
 Street Address: _____
 Subdivision: _____
 # Bedrooms: _____ # Bathrooms: _____ (Heated) Sq Ft: _____

Total Price of Home: _____
Please include lot price in the total price of the home. No Build-Only Prices. Total Price of Home should match sales price listed on MLS for this home.

Description: Please provide any details you would like to emphasize about your entry below. **100 character maximum, please count each letter, punctuation and space.** Information will be shown in paragraph format.

LISTING CONTACT INFORMATION:

Name: _____
 Phone: _____ Email: _____

SAMPLE Homes & Land Magazine Featured Listing:

MODEL NAME



**123 ADDRESS ST.
 SUBDIVISION • PRICE**
3 bedrooms, 2.5 baths. 1234 sq ft.
 Home Description goes in this area. The info will be shown in paragraph form. 100 character max.
 Listing Contact's Name
 Email@email.com
 (910) 123-4567

Info in this section, in addition to the above, will be used to create profile on CoastalHolidayHomeTour.com

Street Address: _____
 City: _____ Zip Code: _____
 Subdivision: _____
 Lot Number: _____ Latitude: _____ Longitude: _____
(Lot Number, Latitude & Longitude Info for mapping purposes only)



Description: Please provide any remaining details you would like to share about your entry. Information will be added to the description above in paragraph format. 200 character maximum. Extended description shown on digital profile only.

REQUIRED DOCUMENTS: ALL MATERIALS ARE DUE AT TIME OF ENTRY

- Builder Company Logo (PNG preferred)**
- Exterior Photographs*- 1 shown on Homes & Land Featured listing**
- Interior Photographs*- ALL photos shown on digital profile**

*ONLY Camera-Ready Photographs will be used in Coastal Holiday Home Tour Marketing Efforts. WCFHBA will not alter or enhance images prior to publication. WCFHBA does not provide photographer. **Interior/Exterior Renderings will not be accepted.



2018 RULES & REQUIREMENTS

1. Builders must be a member in good standing of the Wilmington-Cape Fear Home Builders Association
2. For the purposes of the Coastal Holiday Home Tour (CHHT) "new home" is defined as a home on a lot in a residentially zoned area or located on a residentially zoned property and situated on a permanent foundation, and not occupied at the time of the event.
3. No home entered in CHHT shall have been occupied prior to or during CHHT. Homes sold after entry, but before CHHT event dates can still participate, but must not be occupied until after the event is complete.
4. House price listed in the CHHT Marketing Materials MUST match the MLS Listing or "For Sale" Price.
5. NO PROOFS will be sent before publication. Entry criteria on builder entry form is considered final.
6. Entries must be completed in full. Partial applications will NOT be accepted. Definition of a "completed" entry packet includes:
 - a. Entry Fee paid in full
 - b. Completed entry form (All fields complete)
 - c. Up to 10 photographs of home's interior/exterior. Minimum of 3 exterior images. Photos must be Camera Ready. Submitted images will be used in final marketing pieces. Changes/substitutions may be subject to a change order fee of \$300.

I have read and agree to abide by Coastal Holiday Home Tour Rules and Requirements:

Signature: _____ Date: _____



COPYRIGHT AUTHORIZATION

I hereby authorize the Wilmington - Cape Fear Home Builders Association (WCFHBA), to publish in its Coastal Holiday Home Tour publications the WCFHBA's rendition of copyrighted images and/or photographs. This authorization applies to the home known as:

Official Model/Plan Name or Address: _____ Date: _____

By signing this authorization, the undersigned represents that (s)he has the authority to authorize the publication of the copyrighted materials.

Name of designer/photographer company

Name of builder company

Designer/Photographer

Owner Builder



PAYMENT INFORMATION

Entry Fee:

- \$600 Coastal Holiday Home Tour** *If entering more than one home, please submit a separate entry form for each.*
- \$900 Coastal Holiday Home Tour + Coastal Holiday EXPRESS Bus Tour*.** *Limit 2 homes per builder.*

Method of Payment:

- CREDIT CARD** CARD NUMBER: _____ EXP: _____
- PAY BY CHECK** CHECK NUMBER: _____ DATE: _____

****PAYMENT MUST ACCOMPANY ENTRY. ENTRIES WITHOUT PAYMENT WILL NOT BE PROCESSED****

NO Invoices will be sent as payment request for Coastal Holiday Home Tour Entries.

NO Refunds will be granted to Coastal Holiday Home Tour entries withdrawn from the event.

Please read the following and sign below:

The house to be placed in Coastal Holiday Home Tour must be the result of an original design, and I have obtained the legal rights to use the design from the copyright owner and to use the design as represented in the structure, plans, specifications, and photographs of the house. I further state that I have not pledged, assigned, or encumbered the rights to the design and that such design does not violate any copyright, property, or common-law rights of others. I hereby indemnify and hold harmless the Wilmington - Cape Fear Home Builders Association from any and all claims of third parties, including, but not limited to copyright infringement or conversion, which may be asserted as a result of the inclusion of the house in any publication of the WCFHBA publicizing or in conjunction with Coastal Holiday Home Tour.

Signature _____ Date: _____

Print Name _____ Company: _____

Witness _____ Date: _____