



Registration Packet

Early Registration April 25, 2019 • Registration Deadline May 15, 2019

June 7, 8 & 9



The 2019 Parade of Homes presented by the NWA Home Builders Association is quickly approaching, this year it will be **June 7-9, 2019**. We are proud to send you this year's registration packet, it has all the information you need to register or sponsor the event!

We encourage all of our builder members to participate: this is the time for you and your subcontractors to show off your craft and have some wonderful advertising opportunities through our media partners. Our Subdivision and Presenting sponsors will be featured throughout Northwest Arkansas on billboards beginning a month before the Parade. We will also use our Facebook page (NWA Parade of Homes) to showcase each home in the Parade. You will also be featured in the local newspaper, and have a ½ page dedicated to your home in the June issue of Ozark Living magazine.

Entries this year will be \$900 and homes will be judged on Wednesday, June 5th. Even if you have remodeled a home, you can be a part of the 2019 Parade of Homes (minimum remodel cost of \$50,000)!

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 this year.

One of the goals of the NWAHBA 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 NWA Parade of Homes on **June 7, 8 & 9, 2019**. We look forward to seeing you there!

Best Regards,
Your 2019 Parade of Homes Committee



BUILDERS RULES & GUIDELINES

- a. Builder Membership must be current & active by April 25, 2019 and remain active through July 1, 2019.
- b. 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!**
- c. **All homes must be 100% complete (including landscaping), by Monday, June 3rd. Homes not completed will not be eligible for judging.**
- d. All logos are required to be in an electronic format.
- e. The builder will carry General Liability insurance, listing NWAHBA 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.**
- f. 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 15, 2019** for verification of membership.
- g. **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 NWAHBA. Date to join to be eligible as a member is April 25, 2019.**
- h. **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.**
- i. Cancellation Policy- If it becomes necessary for the NWAHBA 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.
- j. Builder must properly identify Parade Home with the appropriate house numbers.
- k. 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.
- l. All signage (specifically any signage placed on public streets) needs to be removed and returned to the NWAHBA office by the builder company by **Friday, June 14th. A \$25 fee will be charged if signs are not returned by July 1st.**

WHAT TO EXPECT WHEN YOU ENTER A HOME IN THE 2019 PARADE OF HOMES

- Sign stating "This home will be featured in the 2019 Parade of Homes" while the home is under construction
- Average attendance of previous year: 800 to 1,000+ walking through your home in one weekend
- Marketing through TV Commercials, NWA 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 entry)
- Judging of Homes and Award Dinner
- Good Solid Leads and name recognition

PARADE OF HOMES TIMELINE & DEADLINES

April 25 (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 15

- Homes 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 3

- Home 100% complete including landscaping

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

June 5

- 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 6

- 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 7, 8 & 9 - 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 14

- Return signage to HBA office

2019 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

Limited Availability*

Subdivision Sponsor - \$2,900 (4)

Parade Sponsor - \$1,850 (3-4)

Gold Sponsor - \$1,300 (3)

Parade Entry - \$900 per house

Silver Sponsor - \$750 (4)

Bronze Sponsor - \$400 (6)

Dinner Sponsor - \$400 (3) SOLD

Award Sponsor - \$300 (4-6)

Driveway Sponsor - \$100 (unlimited)

Media Sponsorship - \$2000 (2)

**For sponsorship inquiries contact
Shana at 479-751-6688 or
EO@nwabuilders.com**

**Special Realtor Sponsorships
Available. For more information
please contact our office**

21st ANNUAL Parade of Homes
PRESENTED BY THE NWA HOME BUILDERS ASSOCIATION
June 22, 23 & 24
Friday & Saturday 11am-7pm • Sunday 1-5pm
No charge to the public • Bring your cameras, pets & strollers • No pets, please.
Thank you to our Sponsors!

SUBDIVISION
CROSS CREEK • Livelys • Oak Tree
PRESENTING
TECHNOLOGY COX • CUSTOM ELECTRONICS
STOCK Building Supply • MEDIA NWA media
GOLD METRO APPLIANCES & MORE • AWARD CCH
SILVER APP SOUTHEASTERN ELECTRIC POWER COMPANY • DRIVEWAY SPONSORS Parsons Custom Company • Boral Brick • Cutting Edge Glass • Hearth&Home

Be seen at every home!

SAMPLE ADS

Digital Billboards

The first billboard features the Parade of Homes logo and "RIVERWALK RESIDENTIAL DEVELOPMENT" with logos for COX, NWA media, and PARSONS. The second billboard features the Parade of Homes logo and "Liberty Bell ESTATES" with logos for COX, NWA media, and PARSONS.

Ozark Living

The first issue is "Parade of Homes 2014" featuring "Crystal Springs" and "Riverside Homes". The second issue is "Parade of Homes 2015" featuring "Ridgeline Ridge" and "Riverside Homes". Both issues include logos for COX, NWA media, and PARSONS.

Signs



nwaparadeofhomes.com

The website features a banner for the "2015 Parade of Homes" with dates June 19, 20 & 21. Below the banner is a "Welcome!" section, a "Parade of Homes" menu, and a "Subdivision Sponsors" section. The "Subdivision Sponsors" section lists "Ridgeline Ridge", "Riverside Homes", "Ridgeline Ridge", "Riverside Homes", "Ridgeline Ridge", "Riverside Homes", "Ridgeline Ridge", and "Riverside Homes". A large, semi-transparent watermark "interactive website" is overlaid on the page.

Parade Dinner

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

SUBDIVISION CORNERSTONE RIDGE • **PRESENTING** Oak Tree • **TECHNOLOGY** COX • **MEDIA** NWA media • **GOLD** Parsons Custom Company • **SILVER** Meeks • **DRIVEWAY SPONSOR** Boral Brick • **AWARD** kw Residential • **DRIVEWAY SPONSOR** North & More • **AWARD** Encore • **DRIVEWAY SPONSOR** Up & Over Industries • **AWARD** kw Residential

Social Media

A screenshot of a Facebook page for the Parade of Homes, showing a post about the 2013 Parade of Homes Awards Dinner.

2019 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.

of Stories _____ **# of Bedrooms** _____ **# of Bathrooms** _____

of Living Areas _____ **Sq Ft of Home** _____ **Price** _____

Signature: _____

Signature denotes agreement to all rules and regulations of the 2019 Parade of Homes

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

Parade
assisted
by
NWA
Builders
www.
email:
info@
nawabuilders.com
123 Main Street
Springdale, AR 72762
555-5555
www.NWA123.com

Example: ABC Builders, Inc. ABC Builders designs and remodels single family homes. Specializing in custom homes in the Northwest Arkansas area. ABC Builders has been building and remodeling since 1968. Member of the Better Business Bureau and NWAHBA. In 2010, 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 Builders offers custom interior design services and in-house financing. ABC Builder will custom build on your lot or help find a lot for you. ABC Builders builds luxury homes in the \$225,000 - \$400,000 range. 123 Road Way, Suite 100, Fayetteville, AR 72701, 555-5555, 555, www.ABC123.com

Home Description (60 words or less): _____

Directions to Home from either Hwy 1-49 or 71B: _____

ENTRY COST \$900 PER HOME- EARLY REGISTRATION BY APRIL 25

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

2019 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 _____ CVV: _____

Billing Address: _____

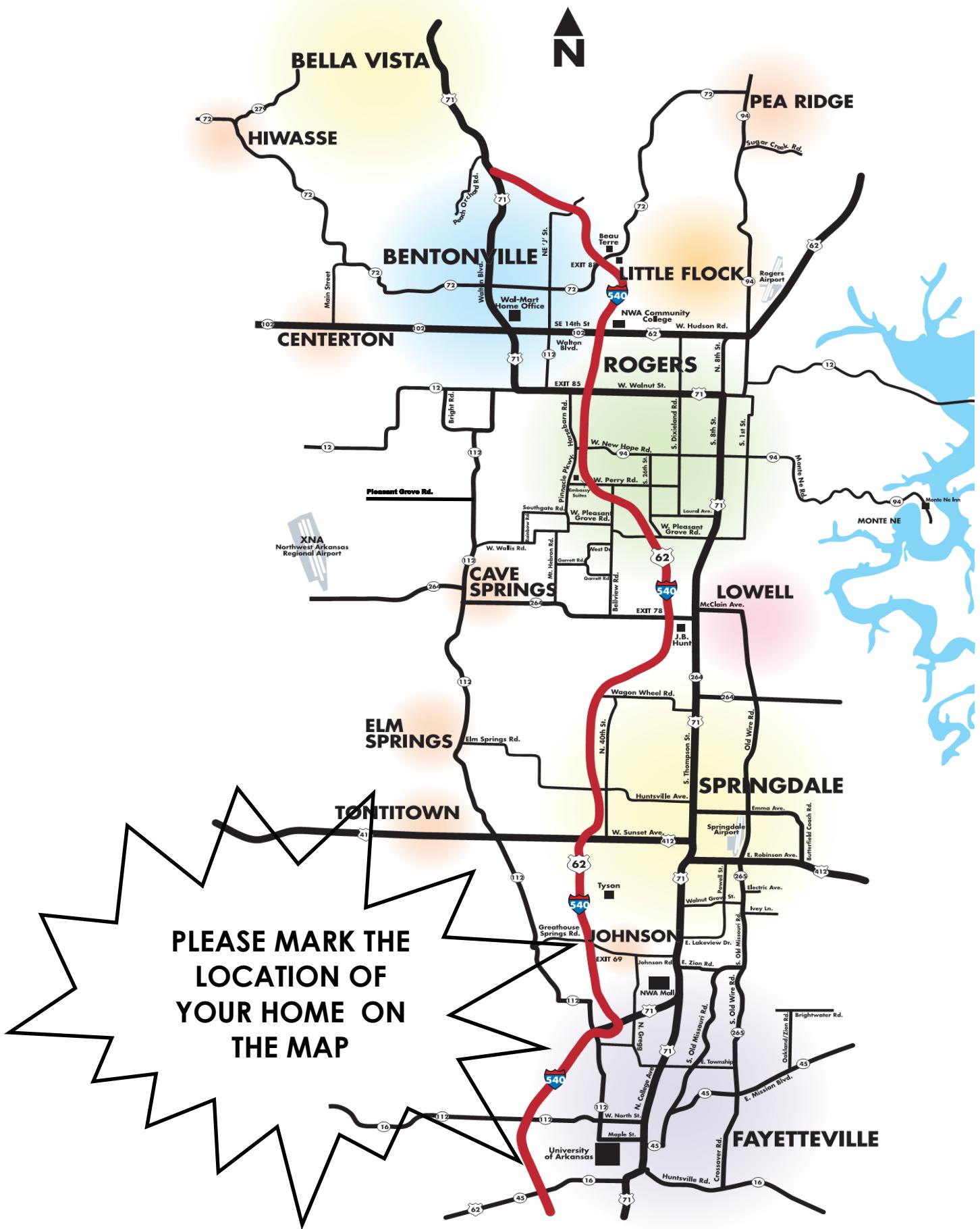
Printed Name on Card _____

Signed _____ Date _____

CHECKLIST FOR COMPLETED REGISTRATION FORM

- Builder Membership current with NWAHBA
- 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

PRIMARY BUSINESS ACTIVITY: Please list/name your top three business activities for our directory

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: _____

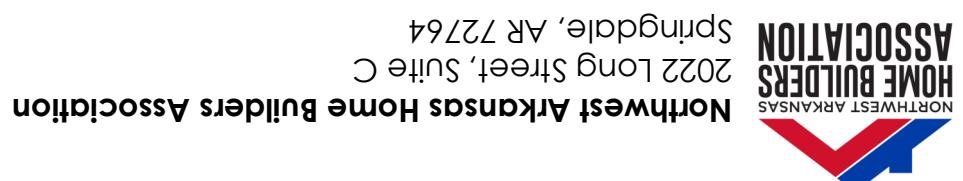
Billing Address: _____

Name on Card: _____

Signature: _____

Date: _____

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



Early Registration by: April 25, 2019

NORTHWEST ARKANSAS
**2019 PARADE
OF HOMES**
June 7, 8 & 9

Presented by the NWA Home Builders Association

Register today!
479.751.6688