

PARADE of PLAYHOUSES

The Parade of Playhouses is the Home Builders Association of Greater Kansas City's largest Fundraiser. This event is fun and creative allowing our builders along with local area High School Career Centers to design and build unique playhouses to be auctioned off to the highest bidder.

**APRIL 2 – 10
UNION STATION**

Haverty Family Yards



PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Elevate Design + Build | 2021 Playhouse



Grants Custom Homes | 2020 Playhouse



Ernst Brothers Construction | 2020 Playhouse



Gardner Edgerton School District | 2020 Playhouse

PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



CKF, LLC | 2020 Playhouse



Gary Kerns Homebuilders | 2021 Playhouse



Excelsior Springs School District | 2021 Playhouse



Independence School District | 2021 Playhouse



**HOME BUILDERS
ASSOCIATION**
OF GREATER KANSAS CITY

WHAT IS THE PARADE OF PLAYHOUSES?

Consumers will have the opportunity to vote for their favorite playhouse via QR codes displayed on each house; the winners will be given Peoples' Choice award at the awards luncheon. We will also have a panel of judges that will inspect the playhouses and awards will be presented for Pick of Parade, Best in Craftsmanship, and Best in Innovation.

All proceeds will be donated to KCMO Science City.

SUPPORT THE COMMUNITY

So many of our best memories happen at home: a child's first steps, playing in the backyard, music lessons, prom night and graduation day. A strong, livable neighborhood should be available to all in our society. That is why the Home Builders Association of Greater Kansas City (KCHBA) established the Home Builders Charitable Foundation (Fund ID: home03) in 2002 as the charitable arm of the KCHBA. The fund is dedicated to supporting the Kansas City community in three main areas:

- 1) Education related to the construction industry, such as scholarships
- 2) Development and/or redevelopment of Kansas City area communities
- 3) Charitable causes, such as human services like transitional and supportive services and housing

PARTICIPATE IN THE PARADE OF PLAYHOUSES

Featured on several TV stations last year, the Parade of Playhouses is an opportunity to align your brand with a local charity and reach consumers watching TV at home. To participate in the Parade of Playhouses, the KCHBA Foundation is asking for a donation of \$2,500. As a participant in the Parade of Playhouses, you will receive:

- An area next to the playhouse to display your company's promotional materials throughout the event
- Social media marketing before, during and after the event
- Company name and link on the KCHBA website (kchba.org) & Bidding Platform
- Recognition at the 2022 Parade of Playhouses/KC MADE Awards Luncheon



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SPONSOR THE PARADE OF PLAYHOUSES

Be seen by thousands of people who visit Union Station every day! The 2022 Parade of Playhouses is a priceless opportunity to promote your company to consumers and KCHBA members while aligning your brand with a worthy cause!

\$7,000 | PALACE SPONSOR (LIMIT 1) INCLUDES:

- Title placement of company logo on Parade of Playhouse event signage for 10 full days at Union Station
- Title placement of company logo on KCHBA website
- Company logo on mobile app exclusively
- Recognition at Foundations for the Future luncheon at Union Station
- Opportunity to present winners with awards at Foundations for the Future luncheon
- Social media recognition before, during and after the event
- Opportunity to present donation to charitable organization
- Recognition in the 2022 Spring Parade of Homes guide
- 2 free tickets to attend the Spring Parade of Homes Awards Ceremony

\$4,000 | RECEPTION SPONSOR (LIMIT 1) INCLUDES:

- Extensive networking with housing-related businesses, city officials and other leading decision-makers
- Company signage prominently displayed in and around the reception at Union Station
- Company logo on all reception marketing materials
- Recognition in social media posts as VIP reception sponsor
- Recognition at Foundations for the Future luncheon

\$2,500 | CASTLE SPONSOR (LIMIT 1 PER PLAYHOUSE) INCLUDES:

- Prominent placement of company logo on KCHBA website
- Prominent placement of company logo on Parade of Playhouses event signage
- Recognition in social media posts
- Logo on one side of "For Sale" sign in front of playhouse (other side will list all involved in building the playhouse)
- Recognition at Foundations for the Future luncheon

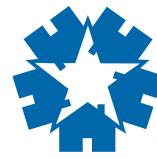
\$1,000 | COTTAGE SPONSOR (LIMIT 1 PER PLAYHOUSE) INCLUDES:

- Listing on KCHBA website
- Company logo on outside of mailbox*
- Recognition in social media posts
- Recognition at Foundations for the Future luncheon

*mailboxes to hold companies marketing materials for people to take

\$250 | CABIN SPONSOR (LIMIT 1 PER PLAYHOUSE) INCLUDES:

- Floor decal in front of playhouse on sidewalk
- Listing on KCHBA website
- Recognition at Foundations for the Future luncheon



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SPECS SHEET FOR THE PARADE OF PLAYHOUSES PARTICIPANTS

- Total space available to sponsor for use: 18' x 18'
- Suggested playhouse dimensions: 6'0" H x 6'0" W x 6'0" L – If you must, you can build up; width must not exceed 6'0".
- Must be easily lifted by a small forklift
- Must be designed for outdoor use
- No sharp edges or unfinished materials
- No company logos or signage should be on playhouse itself
- No electrical features in playhouse
- Sponsor is responsible for transporting the playhouse to Union Station
- Sponsor is NOT responsible for transporting the playhouse to the winners' home
- Playhouses will be explored and touched by thousands of people, including children, so please pay special attention to exposed corners, exposed nails, or screws, etc.
- Sponsor is responsible for decorating
- Props and toys inside playhouse enhance the overall look and desirability
- Playhouses must be delivered to Union Station by Thursday, March 31st, 2022

TIMELINE FOR KCHBA PARADE OF PLAYHOUSES PARTICIPANTS

Jan 28, 2022 – Deadline to reserve your space in the Parade of Playhouses

March 31, 2022 – Deliver playhouse to Union Station

April 2, 2022 – April 10, 2022 – Playhouses on display at Union Station

April 2, 2022 – Online auction opens at 9:00 a.m.

April 9, 2022 – Parade of Playhouses/KC MADE Awards Luncheon

April 10, 2022 – Online auction ends at 5:00 p.m.

April 11, 2022 – Playhouses picked up from Union Station and delivered to auction winners

CANCELLATION POLICY FOR PARADE OF PLAYHOUSES PARTICIPANTS

A 10% administration fee will be assessed for cancellations after Fri., Feb. 25, 2022. If you can find someone to take your place in the Parade of Playhouses, you will receive a full refund.



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PARTICIPANT CONTRACT FOR THE 2022 PARADE OF PLAYHOUSES

I will donate \$2,500 to the KCHBA Foundation to reserve my spot in the 2022 Parade of Playhouses. I will provide a completed playhouse, including all design, materials, and labor (all designs must be approved in advance by HBA). I agree to adhere to the guidelines and timetable as outlined and that I am responsible for transporting the playhouse to Union Station, including bringing a forklift for unloading.

Deadline to reserve your space for a playhouse is Fri, Jan 28, 2022.

Company Name(s) (as it should appear in recognition materials)

Contact Name

Email _____

Phone _____

Address, City, State, ZIP Code

Visa

American Express

MasterCard

Name on Credit Card _____ Expiration Date _____

Card Number _____ CSV _____

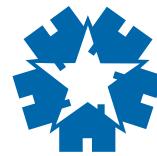
Signature _____ Date _____

To reserve your spot in the Parade of Playhouses, a non-refundable deposit of \$250 is due by Friday, January 28, 2022. The balance is due in full by Friday, February 25, 2022.

Please return signed contract and remit payment to Jordynn Webster, KCHBA staff liaison.

Email: Jordynn@kchba.org | Mail to 600 E. 103rd St. KC, MO 64131.

Contact Jordynn Webster at Jordynn@kchba.org or call 816-942-800 with questions.



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SPONSOR CONTRACT FOR THE 2022 PARADE OF PLAYHOUSES

I will donate \$5,000 to the KCHBA Foundation to reserve my sponsorship of the 2022 Parade of Playhouses.

Deadline to reserve your space for a playhouse is Fri, Jan 28, 2022.

Company Name(s) (as it should appear in recognition materials)

Contact Name

Email _____

Phone _____

Address, City, State, ZIP Code

Visa

American Express

MasterCard

Name on Credit Card _____ Expiration Date _____

Card Number _____ CSV _____

Signature _____ Date _____

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