



2020 Parade of Homes

Presented by: Charlotte-DeSoto Building Industry Association

October, 2019

Dear Charlotte-DeSoto Home Builder;

It is with pleasure that we are announcing the SWFL Parade of Homes will be held Friday March 7, 2020 through Sunday, March 15, 2020. We encourage you to participate in this unparalleled cooperative marketing opportunity to showcase one or more of your models. Now is the time to join with your fellow builder members and bring new home sales to the forefront, both in the media and in the minds of potential buyers. This is our best tool to reach local residents as well as our many seasonal visitors. The scope of the Parade is huge with models from Charlotte and DeSoto counties.

By participating you will receive the following:

- Additional coverage and promotions of the SWFL Parade of Homes.
- Featured builder in local newspaper publications prior to the Parade of Homes
- Ad in Parade of Homes Guide
- Special personalized video for each builder that will market your home.
- New Videos for each home

New this year!! Each builder will ALSO receive:

- **A 1/2 page ad in the GLOSSY SWFL Parade of Homes guide that will be distributed in the Sun Newspapers**
- **Video of your home that will be used on social media, SWFL Parade of Homes website**
- **More ads on social media, including Facebook, YouTube**
- **Specific new marketing to help get ads for the Parade of Homes to your specific clientele.**

Sponsorship information will be available for the privilege of becoming the 2020 Showcase Home Builder. The Showcase Home will be featured on the cover of the Parade of Homes Guide — just one of the many major benefits. Look for more information coming soon.

Enclosed is your entry form for participation. The deadline for entries is January 10, 2020, but you must return all paperwork, photos and payment by November 29, 2019 for the CDBIA member early bird discount.

2020 SWFL Parade of Homes™

ENTRY FORM



Entry form, payment and model marketing materials are
due January 10, 2020 by 5:00 pm



Charlotte-DeSoto BIA 17984 Toledo Blade Blvd., Port Charlotte, FL 33948

\$2,695 per model (save \$400 on additional models)

include payment with application & other materials, see attached builder checklist

Non CDBIA Members pay \$3,195 per model (save \$400 on each additional model)

BUILDER/DEVELOPER INFORMATION:

Company Name: _____ License # _____

Address: _____

City: _____ State: _____ Zip: _____

Name and Title of Contact Person: _____

Contact Person Phone: _____ Email: _____

Please designate a Parade of Homes™ contact for your company.

This person will be the main contact for all 2019 Parade of Homes™ events, scheduling, judging etc.

MODEL HOME INFORMATION:

Please use one entry form for each Parade of Homes™ Model

Name of Model: _____ Model Phone #: (____) _____ - _____

Address: _____

City: _____ State: _____ Zip: _____

Model Square Footage: Total: _____ Under-Air: _____

PRICING OPTIONS:

There are several ways to list your model price in the Parade of Homes™ publication. You may simply list the price range in which you build, or you may list your model base price, or model as shown. Or, you can list all three. Further, it is optional if you would like to include your lot cost* & pool cost in the base and model prices. Choose one or all of the options below.

Please fill in both options below.

Base Price on your lot (for model listed: \$ _____

Model Price: (as shown) \$ _____ including upgrades and excluding furnishings

Building Homes in the Following Range: \$ _____ to \$ _____

Prices listed above will be displayed in all print media. Any changes must be in writing on an revised version of this form.

JUDGING PRICE: **This price will NOT be published in the 2020 Parade of Homes™ publication.**

For judging purposes ONLY please include the cost of your lot* \$ _____ & pool cost \$ _____.

Please subtract your lot & pool costs from your model price which will **include** upgrades & **exclude** furnishing, lot cost & pool cost for **judging purposes ONLY**. \$ _____

***Lot costs include: lot purchase, site preparations, and landscaping**



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ENTRY FORM CONTINUED...

CATEGORY:

Single Family Home

Multi-Family Home

MODEL HIGHLIGHTS:

List 10 highlights of the model, up to 6 words each!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

In addition to the previous information, please deliver or email the following artwork to the Charlotte-DeSoto BIA office...floor plan, photo or rendering of the

Please be SPECIFIC!! These directions may be used in the Parade of Homes™ publication, the Parade of Homes™ Web site and for judging purposes.

DIRECTIONS TO MODEL:

SIGNAGE:

In many of the Parade areas it is mandatory that we permit the sign locations. Each model will receive four directional signs and one official entry sign. The official entry sign is to be placed in the front yard of the model.

Please list the exact location for your directional signs to be placed. The first street in the location will be the street that the sign will be placed on the right hand side. The second street will be the intersecting street. Also note right arrow, left arrow or straight.

Ex. US 41 S. and West Marion Ave. - Right Arrow

1. _____
2. _____
3. _____
4. _____

The Parade of Homes™ committee and/or staff will be placing the signs on 3/6/2020-3/7/2020
If you have any questions regarding sign locations, please contact Donna at (941) 625-0804.



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Building Industry Association
PARTICIPATION AGREEMENT



I, _____ a Representative of _____, agree to participate in the 2020 Parade of Homes™. I am currently a member in good standing with the Charlotte-DeSoto BIA. I am enclosing \$2,675 payment for the model entered with this agreement or \$3,195 for nonmembers. I hereby agree to abide by the following rules and regulations. If all paperwork, photos and forms are not complete, I understand I will be billed for the full price

1. I acknowledge that the pricing option submitted and advertised in the 2020 Parade of Homes™ publication is correct. Entries will be disqualified if model pricing provided is not accurate. I have verified pricing information listed on the official entry form and acknowledge that all information is correct. I understand that failure to notify the Charlotte-Desoto BIA of any price change may disqualify the model home from judging.
2. The submitted model has never been occupied and will be open for public viewing during all 2020 Parade of Homes™ hours, March 7th through March 15th (10:00 am to 5:00 pm, Monday through Saturday and 12:00 to 5:00 pm on Sunday). This includes homes in private communities. If a home is or has been occupied it will be disqualified from the 2020 Parade of Homes™ judging.
3. Judging of entries will take place on Friday February 7th, 2020. At least one representative from the builder/developer's company must be on site for judging and must be present at the 2020 Parade of Homes™ award event. If you cannot staff your model during these time, please let the CDBIA know so we can get volunteers to assist you.
4. Awards banquet will be March 6th at 12pm at Visani's Restaurant
5. I agree that if I sell my 2020 Parade of Homes™ entry model prior to 2020Parade of Homes™, I will not allow buyers to move in until after March 15th, 2020, or I will notify Charlotte-DeSoto BIA and withdraw my entry. There will be no refund if notification is after the Friday, December 27,2019 deadline.
6. Any violation of the above rules will result in suspension of my total 2020 Parade of Homes™ privileges.

Last date to submit an entry is January 10th, 2020.

Charlotte-DeSoto BIA 17984 Toledo Blade Blvd., Port Charlotte, FL 33948
Phone: (941) 625-0804 Fax: (941) 627-9041 www.swflparadeofhomes.com Email: admin@cdbia.com

I HAVE FULLY READ THE ABOVE TERMS AND CONDITIONS AND AGREE TO BE BOUND BY THEM.

Company Name	Date
Builder's Representative Signature	

BUILDER CHECKLIST

Each entry will be featured in the 2020 Parade of Homes™ publication.

To be included in this publication you must provide Charlotte-Desoto BIA with the following by **January 10th, 2020**

- Completed official entry forms/model information for each entry**
- Signed participation agreement with payment.**
- Submit an electronic copy of model floorplan (see specs below)**
- Submit an electronic copy of front elevation (photo or full color rendering) of each model**
- Submit an electronic copy of company logo**
- Label ALL materials with the company's name and model name. (When submitting via email, put company and model name in Subject Line.**

**Note– All items above items must be submitted to the CDBIA by November 29th, 2019 to save money with the CDBIA member early submission pricing*

**NOTE: PHOTOGRAPHY & ARTWORK IS THE RESPONSIBILITY OF THE BUILDER.
CAMERA-READY RENDERINGS MAY ONLY BE USED IF ELEVATION PHOTO IS NOT
POSSIBLE DUE TO INCOMPLETE CONSTRUCTION PRIOR TO DEADLINE.
ALL RENDERINGS MUST BE PROFESSIONALLY ILLUSTRATED AND COLORED.**

Once you have confirmed your entry, a dropbox folder will be set up to allow easy uploading of documentation needed

File Requirements: Electronic files should be sent as tif, jpg or eps files, 300dpi. Model pictures and floor plans should be no smaller than 3" x 2" at 300 dpi. Logo files should be no smaller than 2.5" x 1" at 300 dpi.

Submit entries to:

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Phone: (941) 625-0804 Fax: (941) 627-9041 www.swflparadeofhomes.com Email: admin@cdbia.com

Please direct any questions to Donna at (941) 625-0804

**DEADLINE FOR ENTRIES IS FRIDAY, January 10, 2020 BY 5:00 PM
ALL ENTRIES MUST INCLUDE PAYMENT!**