



# 2021 Parade of Homes

*Presented by: Charlotte-DeSoto Building Industry Association*

November, 2020

Dear Charlotte-DeSoto Home Builder;

It is with pleasure that we are announcing the SWFL Parade of Homes will be held Saturday March 6, 2021 through Sunday, March 14, 2021. 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. To receive the reduced rate your entry form along with payment and all paperwork must be received by December 15, 2020.

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

**Each builder will ALSO receive:**

- **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 2021 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, 2021, but you must return all paperwork, photos and payment by December 15, 2020 for the CDBIA member early bird discount.

# 2021 SWFL Parade of Homes™

## ENTRY FORM



Entry form, payment and model marketing materials are due January 10, 2021 by 5:00 pm



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

**CDBIA Member Special Rate: \$2,695 per model (save \$400 on additional models)**  
**Homebuilders pay \$3,195 per model (save \$400 on each additional model)**  
**include payment with application & other materials, see attached builder checklist**

**CDBIA Members: (Special rate of \$2,195 if all paperwork, photos/renderings and payment is received on or before December 15, 2020.)**

### 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 2021 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:

**All prices must be filled inc to be included in the Parade of Homes guide**

**Please fill in ALL 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 2021 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**



# 2021 Parade of Homes™

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**ENTRY FORM CONTINUED...**

**CATEGORY:**

- Single Family Home
- Multi-Family Home
- Commercial Design Center (Builder Only)
- Virtual Home Only

**MODEL HIGHLIGHTS:**

List 5 highlights of the model, up to 6 words each!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**In addition to the previous information, please deliver or email the following artwork to the Charlotte-DeSoto BIA office...floor plan and rendering (see attached checklist)**

**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.

If your model home is located in the city of Punta Gorda, or a Homeowner Association area, please list below the location of where you would like to have directional signs posted.

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.

\_\_\_\_\_ I would like to put out signs for my model home.

*(Note– signs must not be put into the medium, or in a right of way and if it is on private property, you will need permission before putting sign out)*

Name and contact information for Homeowner Association to approve:

\_\_\_\_\_

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Signs will be put out on 3/5/2021-3/6/2021.

If you have any questions regarding sign locations, please contact Donna at (941) 625-0804.



# 2021 Parade of Homes™

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Building Industry Association  
**PARTICIPATION AGREEMENT**



I, \_\_\_\_\_ a Representative of \_\_\_\_\_,  
agree to participate in the 2021 Parade of Homes™.

**Please choose your price:**

\_\_\_ **\$2,195.00** I am a member in good standing with the Charlotte DeSoto Building Industry Association and am submitting all my paperwork, payment and photos before December 15th, 2020 (any additional homes are \$1,795 per home)

\_\_\_ **\$2,695.00** I am a member in good standing with the Charlotte DeSoto Building Industry Association and am submitting all my paperwork, payment and photos after December 15th, 2020 (any additional homes are \$ 2,295 per home)

\_\_\_ **\$3,195.00** I am not a member of the Charlotte DeSoto Building Industry Association and am submitting all my paperwork, payment and photos.

**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 2021 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 2021 Parade of Homes™ hours, March 6th through March 14th, 2021 (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 you cannot staff your model during these time, please let the CDBIA know so we can get volunteers to assist you.
3. Judging of entries will take place on Friday February 12th, 2021. At least one representative from the builder/developer's company must be on site for judging and must be present at the 2021 Parade of Homes™ award event.
4. Awards banquet will be Friday March 5th at 12pm at Visani's Restaurant
5. I agree that if I sell my 2021 Parade of Homes™ entry model prior to 2021 Parade of Homes™, I will not allow buyers to move in until after March 15th, 2021, or I will notify Charlotte-DeSoto BIA and withdraw my entry. There will be no refund if notification is after the Friday, December 31, 2020 deadline.
6. Any violation of the above rules will result in suspension of my total 2021 Parade of Homes™ privileges.

**Last date to submit an entry is January 10th, 2021.**

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

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 2021 Parade of Homes™ publication.

To be included in this publication you must provide Charlotte-Desoto BIA with the following by **January 10th, 2021**

- 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 December 15th, 2020 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, bmp 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:**

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

***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!**