

Parade OF HOMES

2023 Video Spring Parade of Homes Terms & Conditions

2023 Spring Video Contract May 14-21 | Deadline - January 10

- Entry Fee: \$800**
- Ad space on lower half of entry page: +\$375**

Payment is due with contract on **January 10, 2023**. There is no discount for more than one entry. Credit card payments will incur a 3% convenience fee.

Payment must accompany contract for submission in the Parade.

Name of Entry _____

Company Name _____

Contact Name _____

Email _____

I agree to cooperate with the Parade of Homes Committee and to abide by the terms and conditions found on this form.

Signature _____

Price/Price Range: _____

With Lot: _____ Without Lot: _____

Number of Bedrooms: _____ Number of Bathrooms: _____

Finished Square Feet: _____

Online Guidebook: The online Guidebook will include a link to a video tour of the home. An additional link to your website can be provided here:

Links will go live by the Friday prior to the start of the Parade.

Builder Page Proofs

Proof(s) of your Parade page(s) will be emailed to the principal member for your company. If you have additional recipients you would like your proof(s) emailed to, please list them below:



Return this contract to: 6100 S. 58th Street, Suite C,
Lincoln, NE 68516
Email: michaela@hbal.org

Questions? Call 402-423-4225

BUILDER QUALIFICATIONS FOR PARADE PARTICIPATION - Builder must be a member to participate in the Parade of Homes. Should a non-member wish to participate they must submit their application for membership along with a contract to enter the Parade of Homes. Participation is open to all builder members in good standing.

NON-ENTERED HOMES - Any exploitation of the benefits of the Parade for non-entries by any builder member or associate member of this Association will be considered a violation of our Association's Bylaws. If any builder or associate has any question or doubt about a possible violation, he/she should submit his/her intention to the Parade of Homes Committee for its determination. Violations could result in removal of any entry from the Parade and from possible denial of entry in subsequent years' Parades, and other action approved by the Board of Directors. Penalties will depend upon the evaluation of each violation on an individual basis and the decision of the Board of Directors.

Builder Participants agree to:

1. Video Parade Entry only!

2. Participate with a new home(s) built by the entrant within the last 12 months.

3. Have the entered home(s) videoed by **February 14**.

Call 402-423-4225 or email michaela@hbal.org to schedule.

4. Provide information for the Guidebook by **February 14**. This includes the price of your home, logo, rendering or photo and 7-10 bullet points describing the home. Renderings must be **professional** drawings. Renderings/photos and bullet points are subject to approval of the Parade Committee. Member logos should be sent as illustrator or vector art files whenever possible. Acceptable logos include the builder's company logo and real estate logo. Any other logos are used at the discretion of the Parade of Homes Committee.

Guidebook information may be emailed to michaela@hbal.org. Call 402-423-4225 for questions regarding format.

The Parade of Homes Committee will provide entrants with:

1. A comprehensive advertising campaign.

2. A two- to three-minute professional video of your home which you can use in future business marketing.

3. A half page in the Parade Guidebook featuring your home and includes a QR code directed to your online video tour. Builders will receive a proof of their page by email if we have an email address on record.

4. The option to purchase a half page ad below your entry for \$375. (This ad must be about the builder's business only.)

5. An online Guidebook including a link to your video tour will supplement the printed Guidebook.

Dates to Remember

January 10 Video Contract Deadline: Payment Due

February 14 Video Recording Complete,
Photo/Renderings & Bullet Points Due

May 14-21 Parade of Homes



Homeowner's Contract

I hereby agree to allow my home to be featured in the 2023 Spring Parade of Homes. I understand my home will be included in the Parade of Homes Guidebook with a link to a video of my home's interior and exterior.

I will permit the Builder, _____, and Altitude Motion to have access to my home to video. (Builder)

The videographer will work to the best of their ability to not share any identifying information. I also agree to remove any identifying objects such as family photos or names which may reveal ownership or location.

I understand that the Parade of Homes Guidebook will be available online to the public after the event via www.HBAL.org.

I verify I own the newly constructed home and the work is of the Builder noted above.

Signed _____ Date _____
(Homeowner)

Address (will not be published) _____

City, State, Zip _____

- Thank you for your participation. -

Home Builders Association of Lincoln
6100 S. 58th Street, Suite C • Lincoln, NE 68516
Phone: 402-423-4225 • www.hbal.org

