



# NORTHWEST ARKANSAS 2020 PARADE OF HOMES

## REGISTRATION

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ONLINE BUILDER SHOWCASE: OCT 2-4, 16-18 | IN PERSON TOURS: OCT 9-11

EARLY REGISTRATION AUG 17, 2020 • REGISTRATION DEADLINE SEPT 1, 2020

[nwaparadeofhomes.com](http://nwaparadeofhomes.com)





The 2020 Parade of Homes, presented by the NWA Home Builders Association, is quickly approaching, and will be over 3 weekends in October! The event will include an Online Builder Showcase (**October 2-4, 16-18**), as well as the in-person tours **October 9-11**. We encourage all builder members of the NWAHBA to participate and take advantage of wonderful advertising opportunities through our media partners to showcase your company! The event is publicized before and during the Parade utilizing social media, website, and other online platforms! This year we are putting an emphasis on digital marketing, geo-fencing and retargeting to increase visibility for the Parade throughout Northwest Arkansas. Entries are \$1,200 and in-person homes will be judged on Wednesday, October 7th. Even remodeled homes can be part of the 2020 Parade of Homes (minimum remodel cost of \$50,000)!

NEW: For all Builders and select Sponsors, there is the opportunity to receive attendee contact information! Attendees will be encouraged to register for prizes when judging the homes online as well as the receive the digital goodie bag!

The NWA Parade of Homes is an elite event and is a great way 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.

Admission is free to the public. We hope this helps entice the public to come out and enjoy the NWA Parade of Homes on **October 9-11, 2020** and participate in the Online Builder Showcase **October 2-4 & 16-18**. We look forward to seeing you there!



Best Regards,  
2020 Parade of Homes Committee

### CHECKLIST FOR COMPLETED REGISTRATION FORM

- ☐ Builder Membership current with NWAHBA
- ☐ Registration forms completely filled out
- ☐ Builder Profile, Home Description, Directions emailed to [marketing@nwabuilders.com](mailto:marketing@nwabuilders.com)
- ☐ Company logo (electronic format) emailed to [marketing@nwabuilders.com](mailto:marketing@nwabuilders.com)
- ☐ Certificate of general liability insurance
- ☐ Payment in full
- ☐ Front Elevation photo of entry
- ☐ Registration returned (**REGISTRATION WILL NOT BE PROCESSED UNTIL ALL INFORMATION IS RECEIVED**)

**Email: [marketing@nwabuilders.com](mailto:marketing@nwabuilders.com) | Mail: 2022 Long Street, Suite C, Springdale, AR 72764**



# BUILDERS RULES & GUIDELINES

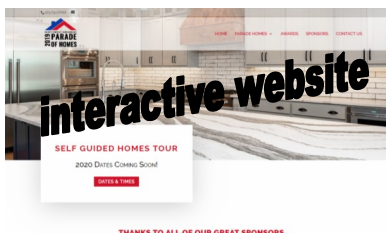
- a. **Builder Membership must be current & active by September 1, 2020 and remain active through November 1, 2020.**
- b. **Parade home(s) MUST be unlocked by 7AM on October 7, 2020 for judging day or home WILL NOT be judged.**
- c. **Parade Home must be staffed during Parade Hours. Builder is responsible for the staffing Parade Home and the Home(s) must be OPEN and manned during the entire Parade!**
- d. **All homes must be 100% complete (including landscaping), by Thursday, October 1st. Incomplete homes will not be eligible for judging.**
- e. Please send all logos and elevation photos with your registration in an electronic format.
- f. 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.**
- g. Registration denotes agreement to all 2020 Parade of Homes guidelines and rules as well as compliance with all CDC and city & state issued guidelines, regulations, and recommendations in regard to the COVID-19 pandemic for in-person home tours.
- h. We strongly recommend at least **50%** of your subs and suppliers be members of the NWAHBA. 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 no later than **September 15, 2020** for verification of membership.
- i. **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 September 1, 2020.**
- j. **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.**
- k. **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.
- l. Builder must properly identify Parade Home with the appropriate house numbers.
- m. Signage will be provided to each home to identify it as a Parade Entry for easy public access. Entries will also be provided with additional event signage such as directional arrows.
- n. Complete registration releases all submitted photos to be used by the NWAHBA for marketing and advertising purposes.
- o. Registration for the 2020 Parade of Homes denotes agreement to all rules and guidelines of the 2020 NWA Parade of Homes and compliance with all CDC and city & state issued guidelines, regulations, and recommendations in regard to the COVID-19 pandemic
- p. All signage (specifically any signage placed on public streets) needs to be removed and returned to the NWAHBA office by **Friday, October 16th. A \$25 fee will be charged if signs are not returned by October 16th.**

## WHAT TO EXPECT WHEN YOU ENTER A HOME IN THE 2020 PARADE OF HOMES

- Sign stating "This home will be featured in the 2020 Parade of Homes" will be available for pick up at the NWAHBA office beginning in September
- Average 800 to 1,000+ (from 2019) walking through your home in one weekend
- Judging of Homes
- Invite to Award Dinner | Hosted by Scissortail NWA (pending)
- Good Solid Leads and name recognition
- Marketing through Parade Website, Facebook, digital marketing and more (the value far exceeds the cost of entry)

## SAMPLE ADS

nwaparadeofhomes.com



THANKS TO ALL OF OUR GREAT SPONSORS

Social Media



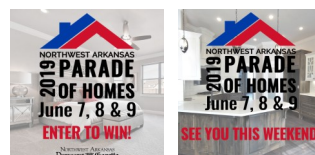
Signs



## Geofencing, Retargeting



## Social Media Campaigns





# PARADE OF HOMES IMPORTANT DATES & DEADLINES

## AUGUST 17 - EARLY REGISTRATION

- Completed registration form with \$1,200 payment per entry
- Company Logo, Builder Profile, Home Description & Directions emailed to [marketing@nwabuilders.com](mailto:marketing@nwabuilders.com)
- Certificate of General Liability Insurance
- Builder membership must be current
- List of sub-contractors and suppliers must be submitted

## SEPTEMBER 1 - REGISTRATION DEADLINE

- Payment must be received in full or home WILL NOT appear in marketing

## OCTOBER 16 - HOME(S) MUST BE COMPLETE

- Home 100% complete including landscaping (*incomplete homes will be disqualified from Judging*)

## OCTOBER 7 - DAY OF JUDGING (IN PERSON HOMES)

- Parade Homes will be judged this year on the following criteria: Best Curb Appeal, Best Master Suite, Best Kitchen, Best Floorplan, Best Overall

## OCTOBER 8 - AWARDS DINNER (PENDING)

- Hosted by Scissortail NWA
- Reservations are required
- All Entries must have at least one representative at the dinner

## OCTOBER 2-4 & 16-18 - ONLINE BUILDER SHOWCASE

## OCTOBER 9-11 IN PERSON TOURS

- 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.

## OCTOBER 16 - SIGNAGE RETURNED

- Return signage to HBA office

## 2020 SPONSORSHIP OPPORTUNITIES (LIMITED AVAILABILITY)

For sponsorship inquiries contact Shana at 479-751-6688 or [EO@NWABUILDERS.COM](mailto:EO@NWABUILDERS.COM)

Subdivision Sponsor - \$3,000 (5)  
Parade Sponsor - \$1,900 (4)  
Media Sponsorship - \$1,000 (4) SOLD  
Gold Sponsor - \$1,300 (3)  
Parade Sign Sponsor - \$700-\$1,300  
Prize Sponsor - \$500 - \$3,000 in kind (6)

Award Sponsor - \$1,200 (1)  
Parade Entry - \$1,200 per house  
Realtor Sponsor - \$850 (1) SOLD  
Silver Sponsor - \$750 (4)  
Bronze Sponsor - \$425 (6)



# 2020 PARADE OF HOMES REGISTRATION FORM

Company Name \_\_\_\_\_ Builder Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Address \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_

**Please choose which event you are registering for:** ☐ **Online Builder Showcase** ☐ **In Person Tours**

Parade Home Address \_\_\_\_\_

City \_\_\_\_\_ Subdivision \_\_\_\_\_

Current Stage of Entry (framing, finish, etc) \_\_\_\_\_ Expected Date of Home Completion \_\_\_\_\_

Price of Home (including lot) \_\_\_\_\_ Price to be published? Y N

Type of Entry (please circle one) Single Family Duplex Condo Town Home

Listed by (realtor) \_\_\_\_\_ Featured Sign? Y N

Internet available at home? Y N

**IMPORTANT INFORMATION:** The information below will appear in advertising materials (if registered by applicable deadlines). If a question is left blank, that info will not be published.

# of Stories \_\_\_\_\_ # of Bedrooms \_\_\_\_\_ # of Bathrooms \_\_\_\_\_

# of Living Areas \_\_\_\_\_ Sqft of Home \_\_\_\_\_ Price \_\_\_\_\_

**You MUST email the information below to [marketing@nwabuilders.com](mailto:marketing@nwabuilders.com) to complete your registration!**

**- Home description (60 words or less)**

**- Directions to home from either I-49, 71B or both**

**- Front Elevation Photo**

**- Builder Profile (100 words or less):** All builders participating in the NWA Parade of Homes will be listed.

*Example Profile : ABC Builder, Inc designs, builds and remodels single family homes. Specializing in custom homes in the Fayetteville area. ABC Builder has been building and remodeling since 1968. Member of the Better Business Bureau and the NWAHBA. In 2001, 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 Builder offers clients interior decorating services and in-house financing. ABC Builder will custom build on your lot or help find a lot for you. ABC Builder builds luxury homes in the \$225,000—\$400,000 range.*

Signature \_\_\_\_\_

*Signature denotes agreement to all rules and guidelines of the 2020 NWA Parade of Homes and compliance with all CDC and city & state issued guidelines, regulations, and recommendations in regard to the COVID-19 pandemic*



## ENTRY COST \$1,200 PER HOME- EARLY REGISTRATION BY SEPTEMBER 1ST

Total Home Entries: \_\_\_\_\_ Payment Type: Cash   Check   Credit Card

Entry Type:

☐ \$1,200 (In Person Tour) ☐ \$1,200 (Online Builder Showcase) ☐ \$1,700 (In Person & Online Showcase)

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*\*There will be an additional \$25.00 fee if all Parade of Homes Signage is not returned by Oct 16th*

## 2020 PARADE OF HOMES SPONSORSHIPS

Company \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

List type of Sponsorship \_\_\_\_\_ Total Payment Amount \_\_\_\_\_

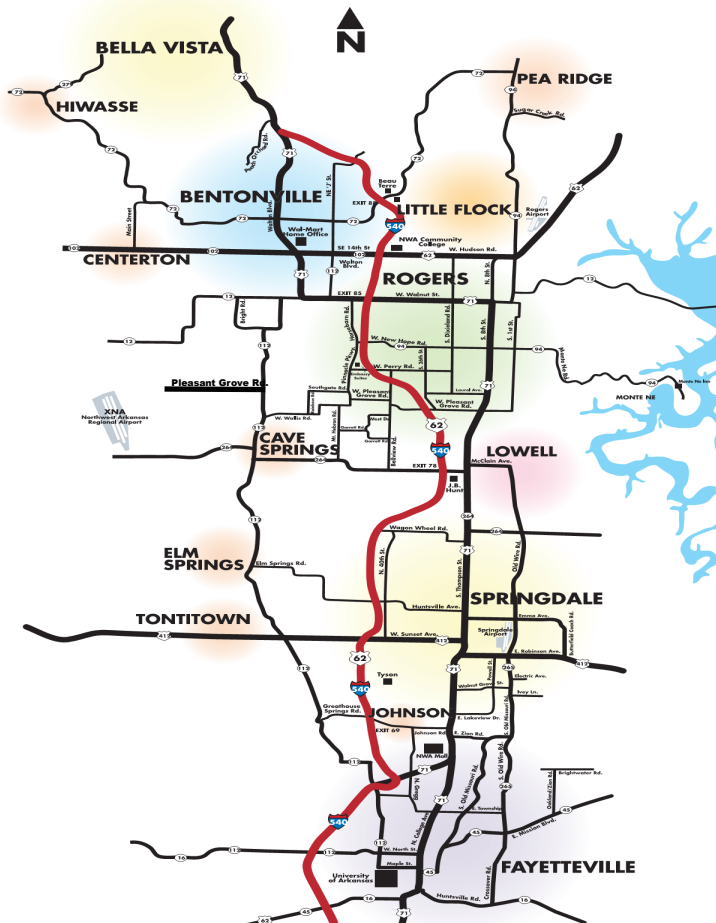
Payment Type: Cash   Check   Visa   MasterCard

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Billing Address: \_\_\_\_\_

Printed Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



**PLEASE MARK THE  
LOCATION OF  
YOUR HOME ON  
THE MAP**





## 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  
P: 479-751-6688 • F: 479-751-6116  
E-MAIL: assist@nwabuilders.com • WEBSITE: www.nwahba.com

**BUILDER & REMODELERS – COPY OF AR CONTRACTORS LICENSE & GL CERTIFICATE IS REQUIRED WITH APPLICATION**  
**ASSOCIATE – IF APPLICABLE COPY OF AR CONTRACTORS LICENSE & GL CERTIFICATE IS REQUIRED WITH APPLICATION**

**APPLICANT'S INDIVIDUAL NAME:** \_\_\_\_\_

**INDICATE APPLICANT'S BUSINESS TITLE:** *(Please circle one)*

President/CEO  
Construction Superintendent  
Financial Mgr/Dir

Owner/Principal/Partner  
Sales & Marketing Mgr/Dir  
VP/General Manager

Architect/Designer/Engineer  
Other: \_\_\_\_\_

**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:** \_\_\_\_\_ **OTHER SOCIAL MEDIA:** \_\_\_\_\_

**ADDITIONAL COMPANY REPS** *(to add to email list):*

**TOTAL NUMBER OF EMPLOYEES:** \_\_\_\_\_

**NAME/POSITION:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**NAME/POSITION:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**TYPE OF BUSINESS:** *(please circle):* Corporation Sole Proprietorship Partnership Other *(please explain)* \_\_\_\_\_

**DATE ESTABLISHED:** \_\_\_\_\_ *(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 one (1) 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 amendments) 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 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 OR EMAIL APPLICATION WITH ANNUAL DUES TO:**  
**NWA Home Builders Association**  
**PO Box 6187**  
**Springdale AR 72766-6187**  
**ASSIST@NWABUILDERS.COM**

\$10 of annual membership is donated to AHBPA to opt out please contact our office.

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

Forms of Payment Accepted:	<input type="checkbox"/> Cash	<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card
For Credit Card please fill out the following:			
Card #:	Expiration Date:		CVV:
Billing Address:			
Name on Card:			
Signature:		Date:	