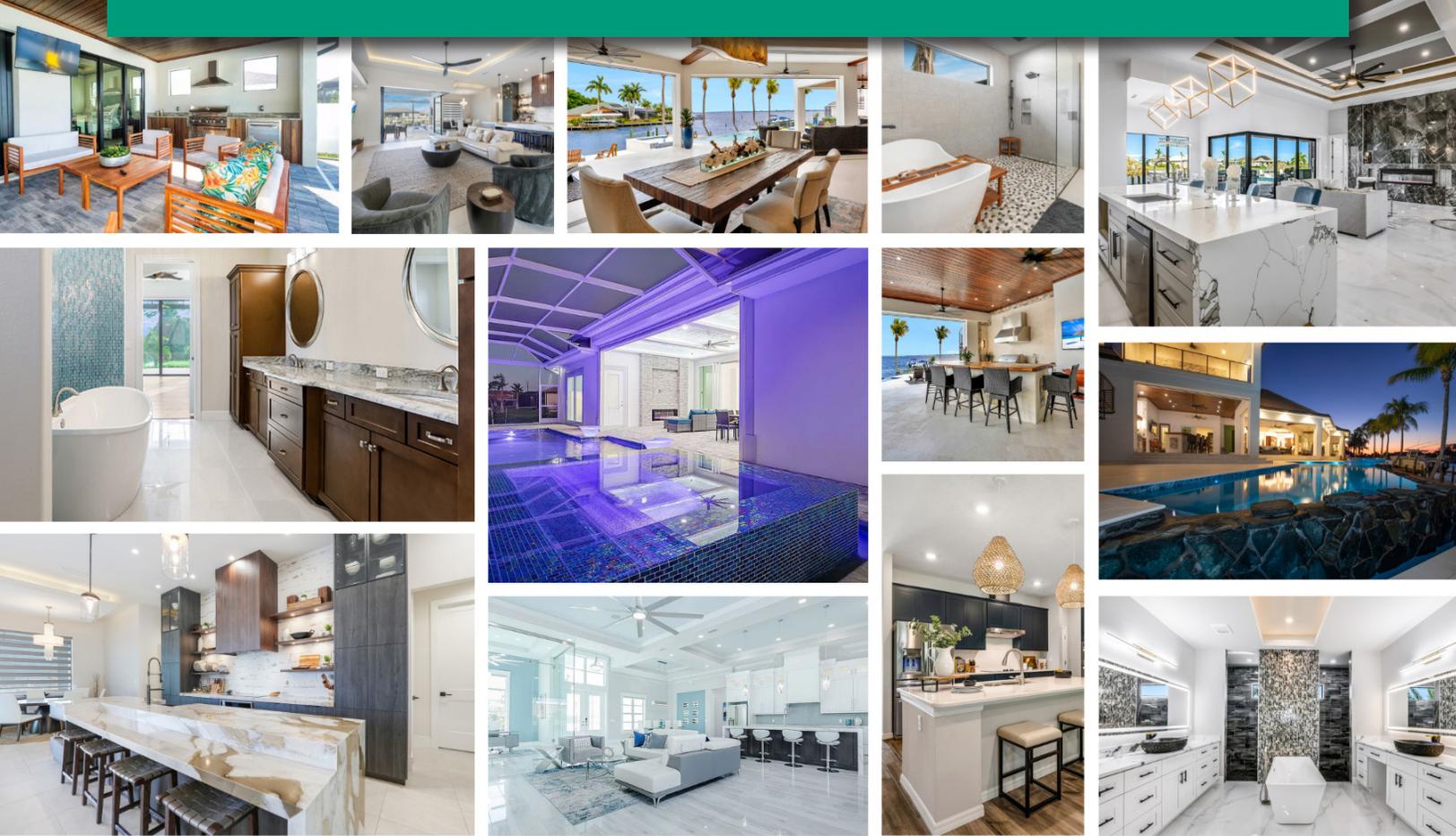




# 2024 BUILDERS' SHOWCASE OF HOMES



## SPONSORSHIP & MODEL HOME ENTRY

EARLY REGISTRATION SEPTEMBER 15<sup>TH</sup> | REGISTRATION DEADLINE NOVEMBER 1<sup>ST</sup>

PRESENTED BY

*Koogler*  
HOMES Inc.

CCCIA | 4720 SE 15<sup>TH</sup> AVE, SUITE 120 | CAPE CORAL, FL 33904



## MODEL HOME TOUR

JANUARY 19-21 · JANUARY 26-28 · FEBRUARY 2-4

### ABOUT THE BUILDERS' SHOWCASE OF HOMES

Since 1996 this longstanding event has been hosted by the Cape Coral Construction Industry Association. Professionally designed model and custom homes are showcased during three weekends in January and February. Enjoy viewing luxury show homes to attainably priced homes, from innovative to elegant, all located throughout the City of Cape Coral. Attendees recognize the Showcase as "the source" of inspiration for the latest in home building and design trends.

**Over 400 Homes  
Featured on Tour since 1996**

# IMPORTANT DATES

**SEPTEMBER 15**

## EARLY REGISTRATION DEADLINE

- Register early and pay just a 50% deposit, the remainder is due on November 1st.

**NOVEMBER 1**

## REGISTRATION DEADLINE

- Payment must be received in full

**DECEMBER 1**

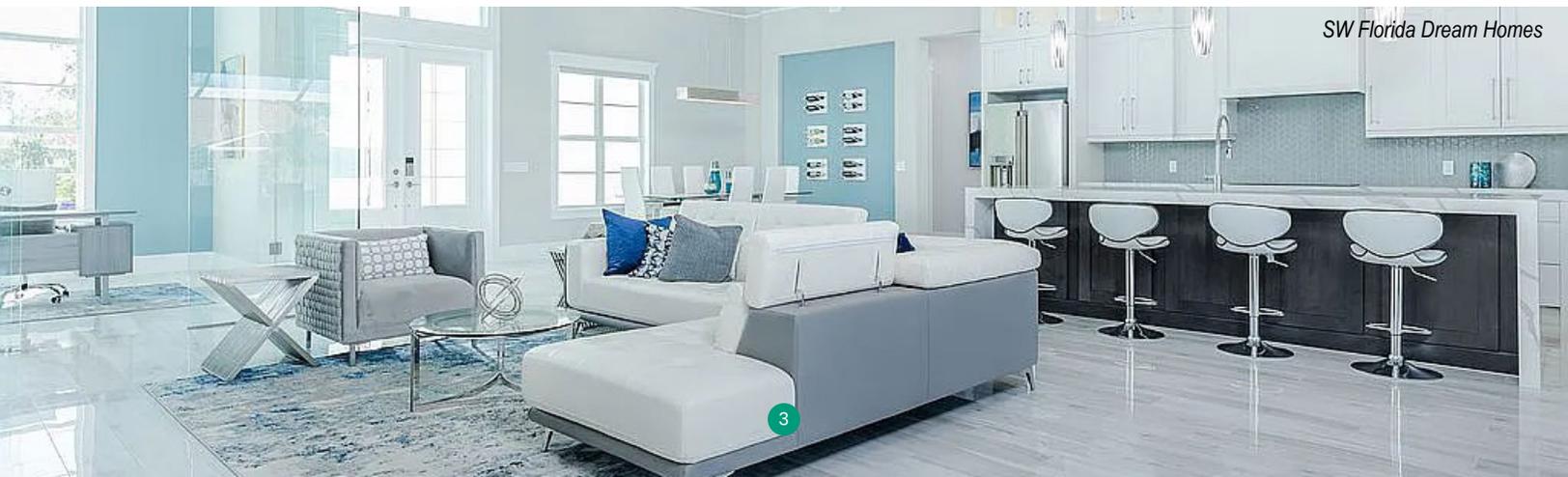
## MAGAZINE ARTWORK DEADLINE

- Our team will create the ads and send you a proof, or provide to us camera ready artwork

**JANUARY 5<sup>TH</sup>, 2024**

## MAGAZINE DISTRIBUTION

- Builders' Showcase of Homes magazines will be distributed to model homes, sponsors, and media partners



# JANUARY 8<sup>TH</sup>, 2024

## DAY OF JUDGING

- Model Homes will be judged this year on the following criteria:
  - BEST EXTERIOR DESIGN
  - BEST LANDSCAPE DESIGN
  - BEST POOL DESIGN
  - BEST OUTDOOR LIVING
  - BEST KITCHEN
  - BEST BATH
  - BEST INTERIOR DESIGN
  - BEST LIVABILITY
  - BEST OVERALL (EACH CATEGORY, POOL DESIGN, LANDSCAPE DESIGN, INTERIOR DESIGN AND HOME TECHNOLOGY)



# JANUARY 18<sup>TH</sup>, 2024

## AWARDS DINNER

- Reservations are required by January 8th, 2024
- Networking, Presentation & Awards: 5:30PM – 8:00PM

# JANUARY 19-21 · JANUARY 26-28 · FEBRUARY 2-4

## IN PERSON TOURS

- Friday and Saturday Hours: 10:00 AM to 5:00 PM
- Sunday: Noon to 5:00 PM
- Builder or builder representative must be present and home must be open during tours





SW Florida Dream Homes

# AUDIENCE REACH

**SEEN 1.5 BILLION TIMES DURING 2023 ADVERTISING CAMPAIGN**

## PRINT REACH

- CIRCULATION - 70,000 copies printed
- INSERTIONS - The News Press & The Breeze
- DISTRIBUTION SITES - 30+
- READERSHIP - 74,271 per issue



## DIGITAL PRESENCE

- IMPRESSIONS - 1.5M+
- WEBSITE - 50K Annual Views
- PAGE VIEWS - 50K Annual Views
- GEOGRAPHIC LOCATION - USA Today network of sites, reaches many US states

## SOCIAL MEDIA & EMAIL MARKETING

- IMPRESSIONS - 180K
- AD CLICKS - 6k



# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR – \$10,000

- Logo and name recognition prominently featured on all advertisements including but not limited to: Website, Social Media, News-Press Newspaper, Cape Coral Breeze Newspaper. Example: “2024 Builders Showcase of Homes presented by [Title Sponsor]”
- Logo exclusively on the cover of the Builders Showcase of Homes magazine.
- Two-page spread/ad in the Builders Showcase of Homes magazine
- Name recognition during Radio Advertising (duration 2 weeks)
- Name and logo prominently featured on every model home sign in front of homes
- Name and logo prominently featured on Showcase of Homes wall in CCCIA office
- Yearlong branded exposure on website, social media and printed magazine
- Receive Title Sponsor Award at Dinner Event
- Sponsored table at Awards Dinner and speaker presentation spot
- 6 Tickets to the Builders Showcase of Homes Awards Ceremony

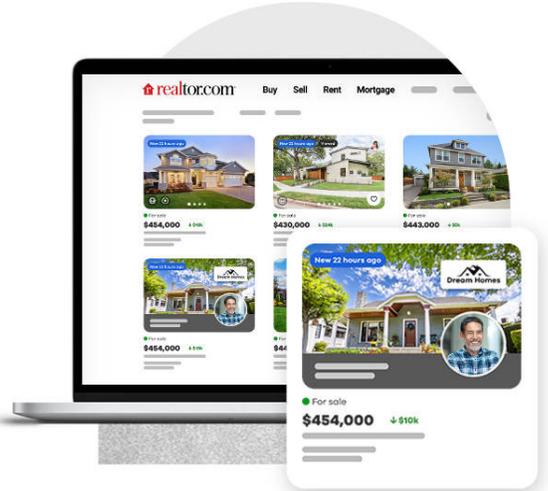
## PEOPLES CHOICE AWARD SPONSOR – \$6,000

### **VOTERS ENTER TO WIN \$500 GIFT CARD. COLLECT EMAILS AND INFORMATION ON HOME BUYING INTENTIONS.**

- 3 Email Blasts, 50,000 Targeted Display Impressions, 50,000 Targeted Paramount Impressions, and Social Marketing.
- Digital Ad on Website, Contest Page, Email Opt-in to Build email lists, Facebook Like Button to Build Social Audience, Lead Generation Questions, Bounce Back Offer
- Sponsor Signage at all Model Homes
- Half page Magazine Ad
- Opportunity to present People’s Choice Award at Dinner Event
- Logo on Award
- Awards Dinner speaker presentation spot
- 3 Tickets to the Builders Showcase of Homes Awards Ceremony

# LOCAL EXPERT SPOTLIGHT ON REALTOR.COM SPONSOR – \$5,000

- Local Expert Ad on Realtor.com will appear on the 4th and 10th tiles on 'Search Results Pages' on Realtor.com for City of Cape Coral
- 6-month duration (starts when sponsorship is redeemed)
- Added exposure on Facebook and Instagram
- Sponsor Signage at all Model Homes
- Half page Magazine Ad
- Awards Dinner speaker presentation spot
- 2 Tickets to the Builders Showcase of Homes Awards Ceremony



# FEATURED CONTENT SPONSOR (KITCHEN, POOL, INTERIOR DESIGN) – \$2,500

- Full page full color advertorial w/photos in CCCIA Showcase Magazine
- Published on Showcase Website and CCCIA Social Media
- Emailed to all Showcase attendees that register
- Printed poster at model homes
- One Ticket to the Builders Showcase of Homes Awards



# FULL PAGE AD SPONSOR IN MAGAZINE – \$1,750

# HALF PAGE AD SPONSOR IN MAGAZINE – \$875

# SUBCONTRACTOR SPONSOR WEBSITE AD-ON – \$300

- Logo visibility on Model Home Microsite/Landing Page
- Signage inside the Model Home

# MODEL HOME ENTRY

Front Cover (3 available) includes (1) additional interior full page	\$5,750
1st Model Entry Home entry and all advertising	\$3,250
2nd Model Entry Home entry and all advertising	\$3,000
3rd Model Entry Home entry and all advertising	\$2,750

(1) Official Entry Sign and (2) Arrow Signs included with entry

*\*Virtual models can be submitted. All models will receive online advertising and have opportunity to win.*

## PREMIUM MAGAZINE PLACEMENT

Inside FRONT Cover	\$4,950
Inside BACK Cover	\$4,950
BACK Cover	\$6,000
CENTERFOLD Two (2) Pages in Center of Magazine	\$7,750



FRONT COVERS (3 AVAILABLE)

# SPONSORSHIP & MODEL HOME CONTRACT

Visit [www.cccia.org/buildersshowcaseofhomes](http://www.cccia.org/buildersshowcaseofhomes)

1. Contact Name \_\_\_\_\_
2. Company \_\_\_\_\_
3. Email \_\_\_\_\_
4. Phone \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

check

TITLE SPONSOR	\$10,000
PEOPLES CHOICE AWARD SPONSOR	\$6,000
LOCAL EXPERT SPOTLIGHT ON REALTOR.COM SPONSOR	\$5,000
FEATURED CONTENT SPONSOR (KITCHEN, POOL, INTERIOR DESIGN)	\$2,500
REALTOR SPOTLIGHT SPONSOR	\$2,500
FULL PAGE AD SPONSOR IN MAGAZINE	\$1,750
HALF PAGE AD SPONSOR IN MAGAZINE	\$875
SUBCONTRACTOR SPONSOR WEBSITE AD-ON	\$300

## MODEL HOME ENTRY

check

Front Cover (3 available) includes (1) additional interior full page	\$5,750
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## PREMIUM MAGAZINE PLACEMENT

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Inside FRONT Cover	\$4,950
Inside BACK Cover	\$4,950
BACK Cover	\$6,000
CENTERFOLD Two (2) Pages in Center of Magazine	\$7,750

## GRAND TOTAL:

### Payment Information

CHECK, MAIL TO CCCIA, 4720 SE 15th Ave, SUITE 120, CAPE CORAL, FL 33904

CREDIT CARD # \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

EXP DATE | CID \_\_\_\_\_ ZIP CODE \_\_\_\_\_

# MODEL HOME ENTRY FORM

## IMPORTANT DATES

Early Registration September 15th

Registration Deadline November 1st

Magazine Artwork/Images Due December 1st

Magazine Distribution January 5th

Model Home Judging January 8th

Awards Dinner Event January 18th

## BUILDER INFORMATION

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## MODEL HOME INFORMATION

SUBMIT THE FOLLOWING ITEMS BY DECEMBER 1<sup>ST</sup>:

Hi-Res Elevation Picture or Rendering of Home, Floor Plan / Spec Sheet, Company Logo

## 1<sup>ST</sup> MODEL HOME ENTRY

Model Name: \_\_\_\_\_

Virtual Model

Model Address: \_\_\_\_\_

Bed \_\_\_\_\_ Bath \_\_\_\_\_ SF \_\_\_\_\_

Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

## AWARDS Categories:

check

Category 1: Under \$250K	Category 6: \$451K - \$500K	Category 11: \$900K - \$1.0M
Category 2: \$251K - \$300K	Category 7: \$501K - \$600K	Category 12: \$1.01M - 1.49M
Category 3: \$301K - \$350K	Category 8: \$601K - \$700K	Category 13: \$1.5M - 2.0M
Category 4: \$351K - \$400K	Category 9: \$701K - \$800K	Category 14: \$2.0M - 2.5M
Category 5: \$401K - \$450K	Category 10: \$801K - \$900K	Category 15: \$2.5M & UP

## Category Calculation:

<b>A) Base Sales Price:</b> Cost of the Model " AS IS " with all the extras! Including Pool & Exterior Landscaping	<b>B) Lot Cost &amp; Lot Prep Fees,</b> Impact Fees, Well & Septic (if applicable)	<b>(A - B = C)</b>
Price \$	Price \$	Price \$

## 2<sup>ND</sup> MODEL HOME ENTRY

Model Name: \_\_\_\_\_

Virtual Model

Model Address: \_\_\_\_\_

Bed \_\_\_\_\_ Bath \_\_\_\_\_ SF \_\_\_\_\_

### Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

### AWARDS Categories:

check

Category 1: Under \$250K	Category 6: \$451K - \$500K	Category 11: \$900K - \$1.0M
Category 2: \$251K - \$300K	Category 7: \$501K - \$600K	Category 12: \$1.01M - 1.49M
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Category 5: \$401K - \$450K	Category 10: \$801K - \$900K	Category 15: \$2.5M & UP

### Category Calculation:

<b>A) Base Sales Price:</b> Cost of the Model " AS IS " with all the extras! Including Pool & Exterior Landscaping	<b>B) Lot Cost &amp; Lot Prep Fees, Impact Fees, Well &amp; Septic (if applicable)</b>	$(A - B = C)$
Price \$	Price \$	Price \$



*Pinnacle Building Solutions*

# 3<sup>RD</sup> MODEL HOME ENTRY

Model Name: \_\_\_\_\_

**Virtual Model**

Model Address: \_\_\_\_\_

Bed \_\_\_\_\_ Bath \_\_\_\_\_ SF \_\_\_\_\_

## Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

## AWARDS Categories:

check

Category 1: Under \$250K	Category 6: \$451K - \$500K	Category 11: \$900K - \$1.0M
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Price \$	Price \$	Price \$



Holiday Builders

# I WILL ABIDE BY THE RULES AND REGULATIONS AS SET FORTH BY THE CCCIA AND SPONSOR AS STATED BELOW:

- Entry form must be complete and submitted to the CCCIA by November 1st, 2023.
- Builder/Entrant MUST submit to the CCCIA prior to January 8th, 2023 a Temporary Certificate of Occupancy, Certificate of Occupancy or Private Provider Certificate of Completion, to be admissible for judging. If documents are not received by this date, the entry will not be judged, and Showcase signs will not be given to the Entrant.
- Judging will take place tentatively on January 8th, 2023. The Entry must be complete and available for viewing. This is important. This is your chance to impress the judges. This year there will be a panel of judges looking for truly amazing features.

All decisions regarding rules applications, judging procedures and violations will be made by the CCCIA Board of Directors and/or Sub-Committees and are final and binding. Entry fees will NOT be refunded if participant does not meet requirements as determined by the CCCIA prior to the Showcase Publication being submitted for print. No refund will be made in the event Entrant has failed to fully comply with the CCCIA Showcase Rules and Regulations or voluntarily chooses to be removed from the Showcase once the CCCIA has committed to the printer to a specific number of pages for publication. At the discretion of the CCCIA, the entry can be replaced with another ad or entrant. The entry is placed in the Builders' Showcase of Homes as a result of an original design and the Entrant represents it is the sole owner of such design and/or has exclusive rights, including copyright, in and to, the design as represented in the structure, plans, specifications and drawings for the model.

Entrant has not pledged, assigned, or encumbered his/her rights to the design and that such design does not violate copyright, property, or common law rights of others. Entrant releases and holds harmless the sponsors from any and all claims of third parties, including, but not limited to copyright infringement or conversion, which may be asserted as a result of the inclusion of the model in the Builders' Showcase of Homes or the inclusion of drawings or floor plans of the model in any publication of the sponsors publicized or in conjunction with the Builders' Showcase of Homes.

Builder/Entrant affirms and attests to having all reasonable and proper insurance in place during the time of the Builders' Showcase of Homes. Builder further affirms and attests that he/she is a financially viable entity operating within the laws of the State of Florida. This Agreement sets forth the entire understanding of the parties and no verbal or written warranties or representations have been made or have been relied upon which do not appear in writing within this Agreement. Any legal action brought to enforce the terms, conditions, or covenants of this Agreement shall be brought only in a Florida State Court of competent subject matter jurisdiction in Lee County, Florida, and both parties expressly waive any right to venue in any county other than Lee County, Florida.

The CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors are released from liability and will not be responsible for any damage to models and/or their contents or persons in and about the participating model. I release the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from all liability of any nature, whether or not due to the neglect or fault, in whole or in part, of said entity or persons themselves. I will protect, indemnify, and hold harmless the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from and against any liability, loss, claim, or damage sustained by said parties as a result of injury to any persons or property caused, in whole, or in part, by any neglect or default whatsoever.

**Authorized Agent (Printed)** \_\_\_\_\_

**Authorized Agent (Signature)** \_\_\_\_\_

**Date** \_\_\_\_\_



Windward Construction



## CONTACT US



4720 SE 15TH AVE, SUITE 120  
CAPE CORAL, FL 33904



239-772-0027



INFO@CCCIA.ORG



WWW.CCCIA.ORG