



## 2022 Fall Parade of Homes™ Details

The Bryan-College Station Home Builders Association dba Greater Brazos Valley Builders Association is pleased to announce that the Parade of Homes™ will be held on the weekend of **October 15th & 16th, 2022**. The hours for the Parade will be **10:00 AM – 6:00 PM on Saturday and 1:00 PM – 6:00 PM on Sunday**.

Builders may enter the Parade of Homes™ by completing the entry agreement with company bio and logo. **Entries must be received by August 29<sup>th</sup>. ANY ENTRY ADDRESS CHANGES need to be received no later than September 26<sup>th</sup> to ensure full and complete marketing benefits for your company and Parade home(s).**

Our branded mobile app and **dedicated website** continues to increase exposure of this event attracting users within a 300 mile radius of BCS and some from out of state. **Enhancements include the ability collect attendee information and numbers through ticket scanning as well as your direct website and social media links. You may add up to 20 photos at NO ADDITIONAL FEE.**

The designated charity to receive a portion of Parade of Homes™ ticket sales will again be Ronald McDonald House Charities of Central Texas. Our goal is to obtain volunteers that will serve as Ticket Agents at every Parade of Homes™ entry. The ticketing process will go directly through our dedicated mobile app and website which should provide good attendance records.

We are looking forward to a very productive Parade of Homes™ and appreciate everyone's participation in this event that is so important to our membership, our community and our industry.

This year's Fall Parade of Homes™ offers some outstanding ***advertising opportunities***. Each of the levels and benefits are described in this packet.

In addition, all HBA members will be able to select from various print, social media, television and web advertising packages. Our respective media partners will contact you directly with pricing.

Sincerely,

*David Deutsch*  
Parade of Homes™ Co-Chairman

*Dennis McMillin*  
Parade of Homes™ Co-Chairman

# 2022 Fall Parade of Homes™

**ENTRY DEADLINE: AUGUST 29TH**

BUILDER COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PARADE OF HOMES™ CONTACT: \_\_\_\_\_

OFFICE PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

## AGREEMENT and ENTRY RULES

- 1) All homes entered are subject to inspection and approval by the Parade of Homes™ Committee. Failure to meet required entry conditions, participation rules and health and safety guidelines will result in disqualification and entry fees will not be refunded. Any builder who is disqualified may not be permitted to participate in the next scheduled Parade of Homes™.
- 2) **Parade Home Entry Deadline – August 29<sup>th</sup>** GBVBA Member Entry Fees: 1<sup>st</sup> home \$795, 2<sup>nd</sup> home \$745 and \$695 for each home entry thereafter. Nonmembers: \$1200 per home entry.
- 3) **Late Entry Fee:** Late Entry Fees after **August 29<sup>th</sup>** add \$100 per house entry. Homes entered after **August 29<sup>th</sup>** are not guaranteed placement in Insite Parade Guide, GBVBA Parade of Homes™ website or official BCS Parade of Homes™ website, mobile app or maps. **Late Entries will be submitted to the Parade of Homes™ Committee for approval of entry.**
- 4) **DEPOSIT REQUIRED:** A \$200 per entry deposit is required when picking up Official Parade of Homes™ yard signs and Parade Home Admission Tickets. The total entry fees are due in full no later than September 26<sup>th</sup>. Unpaid fees may result in your entry being removed from the Parade of Homes™. Deposits will be returned or applied to unpaid obligations within 35 days after the conclusion of the Parade of Homes™.
- 5) **CANCELLATIONS AND REFUNDS:** If ANY ENTRIES are cancelled before September 9<sup>th</sup> a refund less a \$300 publication fee will be due. Cancellations after September 9<sup>th</sup> will receive a refund less the above and a 30% administrative fee. **A replacement address for any entry will be accepted until September 26<sup>th</sup>. NO REFUND will be granted after September 26<sup>th</sup>.**
- 6) **ENTRY INFORMATION:** Each BUILDER entering a home must complete the attached form including name of company, street address of home being entered, subdivision name, city & county location, completion status, a description and square footage of home. The Builder Bio must be between 125-150 words. **GBVBA reserves the right to edit or add text to meet the word count requirements.**
- 7) **VERIFICATION OF INFORMATION ON Parade of Homes™ WEBSITE & MOBILE APP:** It will be the Builder or Builder's representative's responsibility to review their Parade of Homes™ entry information on the BCSparadeofhomes.org website and mobile app after notification from GBVBA. Written corrections must be submitted to the GBVBA office within 48 hours of such notification otherwise all information will be deemed as correct and approved.

- 8) **ENTRY CRITERIA:** *All homes entered must include cabinets, trim, paint, tile, flooring, counter tops installed, electric, mechanical and plumbing trims and a working HVAC system with all health and safety measures in place.* All homes entered must have a permanent sidewalk to the home. The exterior and interior of each Parade home must be clean, safe and clear of debris. **ALL TRASH MUST BE REMOVED AND WALKWAY/DRIVEWAY POWER WASHED.**
- 9) **OFFICIAL PARADE YARD SIGN:** All participating builders will be provided with an Official Red Parade of Homes™ sign. Builders may pick up and return their Official Red Parade of Homes™ signs at the BCSHBA office. *Each sign not returned to GBVBA within 7 days after the Parade of Homes™ concludes will incur a \$100 fee taken from the deposit.*
- 10) **ENTRY STAFFING:** *All homes must be staffed during the hours of the Parade of Homes™ from 10:00 AM – 6:00 PM on Saturday and 1:00 PM – 6:00 PM on Sunday.* This is required for your benefit and for the protection of your home and the public. No construction work can be performed during hours open to the public.
- 11) GENERAL PUBLIC TICKETS:** *Adults entering a Parade of Homes™ entry will be required to show an official Parade of Homes™ paper or digital ticket. Builders and their representatives are responsible for and agree that there is a public admission fee to view all entries. Failure to comply may result in future entry into Parade of Homes™ events denied.*
- 12) The term Parade of Homes™ is a registered trademark of the Dallas Builders Association which BCSHBA/GBVBA paid a fee to use. The term may not be used by anyone not associated with the BCSHBA event or any home not officially entered into the Parade of Homes™.**
- 13) **CONSENT TO USE OF PHOTOGRAPHIC IMAGES:** By signing below I hereby give the BCSHBA/GBVBA and/or its Assigns my permission to use the images depicting the Property in any Media, for any purpose, which may include, among others, advertising, promotion and marketing. Images may be combined with other images, text and graphics and that the images may be cropped, altered or modified. The images shall be unrestricted as to location, quantity or frequency.
- 14) **LIMITATION OF LIABILITY:** *To the maximum extent permitted by applicable law, any builder entering a home in the Parade of Homes™ agrees to indemnify and hold BCSHBA/GBVBA, their officers, agents, employees and representatives harmless from any and all claims, damages, losses, causes of action, and liability of every kind, including legal expenses, court costs and fees and claims arising out of or in any way related to the subject matter of this agreement.*

**CHECK ALL THAT APPLY BELOW AS IT PERTAINS TO YOUR PARADE HOME ENTRIES**

\_\_\_\_\_ I confirm I understand and will abide by the requirement for public admission into my Parade of Homes™ entry or entries.

\_\_\_\_\_ I confirm this home is NOT owner occupied. (If occupied a separate agreement must be completed.)

\_\_\_\_\_ I confirm that the builder and builder representatives working in or around the home will follow all health and safety guidelines as established by the POH Committee, State and Local Governments during the dates and times of the Parade of Homes™ event.

I, \_\_\_\_\_ (Builder's signature) have read, understand and agree to comply with the entry rules for the 2022 Fall Parade of Homes™ as established by the Bryan - College Station Home Builders Association (BCSHBA) dba Greater Brazos Valley Builders Association.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company

Fax To: (979) 696-0858 or Email To: [Stacy@gbvbuilders.org](mailto:Stacy@gbvbuilders.org) or [Office@gbvbuilders.org](mailto:Office@gbvbuilders.org) Questions: (979) 696-0272

**2022 Fall Parade of Homes™**  
**BUILDER HOME ENTRY FORM**  
**HOUSE ENTRY DEADLINE: August 29, 2022**

**1st Home: ENTRY FEE - \$795/members; \$1200/nonmembers**  
**After August 29<sup>th</sup> - ENTRY FEE – Add \$100 per home**

Parade Home Street Address: \_\_\_\_\_ City: \_\_\_\_\_  
Subdivision: \_\_\_\_\_ Nearest Cross Street: \_\_\_\_\_  
County: \_\_\_\_\_ Completion Date/Status: \_\_\_\_\_  
**Sq. Ft.: \_\_\_\_\_ # of Bedrooms/Bathrooms: \_\_\_\_\_ Estimated Sales Price: \$ \_\_\_\_\_ (Optional)**

**Please email the following by the designated deadlines:**

August 29<sup>th</sup> - Builder Biography in a Word document: **MINIMUM 125 and MAXIMUM 150 WORD COUNT**  
August 29<sup>th</sup> – Company Logo in .png .eps or jpeg format **and** Description/Features of home in a Word doc

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**2<sup>nd</sup> Home: ENTRY FEE - \$745/members; \$1200/nonmembers**  
**After August 29<sup>th</sup> - ENTRY FEE – Add \$100 per home**

Parade Home Street Address: \_\_\_\_\_ City: \_\_\_\_\_  
Subdivision: \_\_\_\_\_ Nearest Cross Street: \_\_\_\_\_  
County: \_\_\_\_\_ Completion Date/Status: \_\_\_\_\_  
**Sq. Ft.: \_\_\_\_\_ # of Bedrooms/Bathrooms: \_\_\_\_\_ Estimated Sales Price: \$ \_\_\_\_\_ (Optional)**

**Please email the following by the designated deadlines:**

August 29<sup>th</sup> - Builder Biography in a Word document: **MINIMUM 125 and MAXIMUM 150 WORD COUNT**  
August 29<sup>th</sup> – Company Logo in .png .eps or jpeg format **and** Description/Features of home in a Word doc

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**3<sup>rd</sup> and each entry thereafter: ENTRY FEE - \$695/members; \$1200/nonmembers**  
**After August 29<sup>th</sup> - ENTRY FEE – Add \$100 per home**

Parade Home Street Address: \_\_\_\_\_ City: \_\_\_\_\_  
Subdivision: \_\_\_\_\_ Nearest Cross Street: \_\_\_\_\_  
County: \_\_\_\_\_ Completion Date/Status: \_\_\_\_\_  
**Sq. Ft.: \_\_\_\_\_ # of Bedrooms/Bathrooms: \_\_\_\_\_ Estimated Sales Price: \$ \_\_\_\_\_ (Optional)**

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# 2022 FALL PARADE OF HOMES™ HOME ENTRY COMMITMENT FORM

NUMBER OF HOME ENTRIES: \_\_\_\_\_ TOTAL AMOUNT: \$ \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ (AS YOU WANT IT  
PRINTED)

REPRESENTATIVE: \_\_\_\_\_ TITLE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

PAYMENT INFO: \_\_\_\_\_ Payment Enclosed \_\_\_\_\_ Invoice (*available to BCSHBA Members Only-DUE BY  
09/26/22*)

CHECK       Visa       Master Card       American Express

Card Number: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVVN#: \_\_\_\_\_ (last 3 digits on back of card)

**Return To: GBVBA - 230 Southwest Parkway East - College Station, TX 77840**

**Fax To: (979) 696-0858 or Email To: [Stacy@gbvbuilders.org](mailto:Stacy@gbvbuilders.org) or [Office@gbvbuilders.org](mailto:Office@gbvbuilders.org)**

**Questions call (979) 696-0272**

## **Parade of Homes™ Trademark Guidelines**

As a licensee for use of the name Parade of Homes™, as registered with the State of Texas Secretary of State, the Bryan College Station Home Builders Association (BCSHBA) has the following duties and responsibilities.

The licensee shall have the responsibility of monitoring the usage of unauthorized parties of registered name "Parade of Homes™". Upon the discovery of an unauthorized usage, licensee shall notify the party, requesting that the party immediately cease and desist the usage of the registered name.

### **Guidelines for Builder Entries in the Parade of Homes™**

Only the home entries submitted and approved by the BCSHBA may be advertised or promoted as a Parade of Homes™ participant. Advertisements that contain the Parade of Homes™ title must contain the **Trademark symbol**™ and only contain the addresses of the official Parade of Homes™ entry. The Builder will place the red Parade of Homes™ yard sign at the official home entry and may not use the sign for any other home not entered in the Parade of Homes™. The red yard sign(s) must be removed from display at the conclusion of the Parade of Homes™ campaign.

### **Guidelines for REALTORS® when advertising for Parade of Homes™ entries**

Only the home entries submitted and approved by the BCSHBA may be advertised or promoted as a Parade of Homes™ participant. Advertisements that contain the Parade of Homes™ title must contain the **Trademark symbol**™ and contain **only the addresses of the official Parade of Homes™ entry**. No other homes may be advertised in the same advertisement using the Parade of Homes™ title. The use of Parade of Homes™ may not be used on any other signage and is strictly for use by the official home entry in the Parade of Homes™.

***Failure to meet the above guidelines may result in legal action for unauthorized use of the registered trademark name of Parade of Homes™.***

***For additional information contact Rosemarie Selman, Executive Officer for the BCSHBA, dba Greater Brazos Valley Builders Association at 979-696-0272 or RoseSelman@GBVbuilders.org.***