



## 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™ DEVELOPMENT/SUBDIVISION ENTRY

SUBDIVISION NAME: \_\_\_\_\_

SALES OFFICE/WELCOME CENTER ADDRESS: \_\_\_\_\_

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

PARADE OF HOMES™ CONTACT: \_\_\_\_\_

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

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

## AGREEMENT and ENTRY RULES

- 1) All entries 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.
- 2) **Parade of Home™ Entry FULL Benefit Deadline is August 29<sup>th</sup>. GBVBA Member Entry Fees:** Each location \$795. **Nonmember Fees:** \$1200 per location.
- 3) **Late Entry:** Any Entry received after August 29<sup>th</sup> are not guaranteed placement in Insite Parade Guide, GBVBA Parade of Homes™ website or official Parade of Homes™ 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 SUBDIVISION ENTRY is 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 a 30% administrative fee. **NO REFUND** will be granted if cancellations are received after September 26<sup>th</sup>.
- 6) **ENTRY INFORMATION:** **The subdivision can advertise available unsold lots, new phases to open and subdivision amenities. NO SPECIFIC HOME may be advertised.** Each DEVELOPER entering a subdivision must complete the attached form including name of company, street address of sales or welcome center, city & county location, a description of available lots and amenities. The Subdivision 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 Developer 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.

**ENTRY CRITERIA: All sales or welcome centers entered must include all health and safety measures.** Entries must have a permanent sidewalk for safe ingress and egress and must be clean, safe and clear of debris.

8) **OFFICIAL PARADE YARD SIGN:** All participating entries will be provided with an Official Red Parade of Homes™ sign. A company representative may pick up and return their Official Red Parade of Homes™ signs at the GBVBA 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.***

9) **ENTRY STAFFING:** All entry locations 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 the public. **No construction work can be performed during hours open to the public.**

10) **GENERAL PUBLIC TICKETS:** ***Adults entering a Parade of Homes™ entry will be required to show an official Parade of Homes™ paper or digital ticket. Subdivision entries, Builders, developers 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™ denied.***

11) ***The term Parade of Homes™ is a registered trademark and may not be used by anyone not associated with the event or any home or location not officially entered into the Parade of Homes™.***

12) **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.

13) **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 ENTRIES**

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

I, \_\_\_\_\_ (Representative'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 \_\_\_\_\_  
Deliver To: Greater Brazos Valley Builders Assoc.; 230 Southwest Parkway East; College Station, TX 77840  
Email To: [Rose@gbvbuilders.org](mailto:Rose@gbvbuilders.org) or [Stacy@gbvbuilders.org](mailto:Stacy@gbvbuilders.org) Questions: (979) 696-0272

# SUBDIVISION ENTRY FORM 2022 Fall Parade of Homes™

Sales/Welcome Center Street Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_

Subdivision: \_\_\_\_\_ Approx. # of lots available: \_\_\_\_\_

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

August 29<sup>th</sup> – Subdivision/Developer 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 the subdivision in a Word doc

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

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

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

Phone: 979-696-0272 ♦ Fax: 979-696-0858 ♦ Email: [Office@gbvbuilders.org](mailto:Office@gbvbuilders.org) Website: [www.gbvbuilders.org](http://www.gbvbuilders.org)

## **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.***