

Parade of Homes Rules and Regulations for 2024 Spring Parade of Homes Application – WHBA

April 26-27, May 3-4, 2025

Saturday & Sunday 11am – 4pm

MANDATORY BUILDER MEETING March 13th, 2025 at 9am

PARTICIPATION FOR WHBA PARADE OF HOMES:

- Entry is limited to 3 homes/residential units per WHBA Builder Member. The Builder Member must act as the general contractor of the Parade of Homes units.
- Participant must sign and initial Parade of Homes Builder Contract, agreeing to abide by the Parade of Homes Builder Contract. Appropriate entry fee and required documents must accompany signed and initial agreement per contract dates. The Parade Chairpersons will review and initial each submitted Parade Builder Contract.
- Parade homes must be newly constructed and haven't been entered in any prior WHBA Parade of Homes.
- For Remodelers: The remodeler member must also be the general contractor on the project. Projects must be either a substantial addition/or interior remodeling with a contract price minimum of \$50,000 for the interior portion of the home. All exterior-only projects are excluded.
- Builder must be licensed as a residential contractor by the State of Wisconsin and provide proof of general liability Insurance.
- To participate in the Parade, the builder applicant must be a member of WHBA (\$495) when contracts are due. (no waiting period)
- Builder must attend the mandatory Parade of Homes builder meeting
- Building permit must be in the name of the builder.

SALE OF HOME

The home may be sold at any time; however, homes **may only be occupied with approval of WHBA Parade Committee Chair, and builder/homeowner agreement (supplied by WHBA) submitted to the WHBA Office.**

If the home is occupied without prior approval from the Committee Chair and a signed Homeowners Agreement, the Parade Builder Member will be fined \$1500, and the home may be disqualified, which will result in a forfeiture of the entire Entry Fee and any expenses that have accrued. Remodel entries are exempt from this rule.

OPEN HOUSES

Parade entries shall have **NO** publicly advertised open houses within **15** days of Parade start date. Prior to Parade dates, no mention of "Parade Home" may be made - private showings are encouraged.

A violation of the open house rule, the Parade Builder Member will be assessed a \$1000 fine.

MEDIA ADVERTISING

- Listing in the MLS is permitted.
- Advertising Parade home event in media such as newspaper, radio, television, social media, etc., IS permitted and highly recommend.
- Advertising the Parade home is encouraged DURING the Parade of Homes; however, the advertisement must not include any other home(s) that are not part of the Parade of Homes.
- Builder Member will be accountable for all listings/advertisements of the parade home, even if the agent of Builder Member did listing. Violations of media advertising rules will result in a fine of \$1000.
- Real estate agents or brokers working at the Parade home may not promote any projects or real estate that the Builder Member is not directly involved with, including developments, subdivisions, MLS listings, etc.

NON-COMPLIANCE APPEALS

Parade Builder Members have the right to appeal to the WHBA Board of Directors for any non-compliance decisions made by the Parade of Homes Committees as to participation in the Parade, entry fees withheld, or fines assessed. The appeal must be made to the WHBA Board in writing. The WHBA Board of Directors shall make the final decision on all matters of general policy of the Parade.

INDEMNIFICATION

Indemnification. Builder hereby represents and warrants that Builder is the owner or licensee of the Materials and that Builder has the right and/or license to provide the Materials to WHBA for use before, during, and after the event as set forth herein. Further, notwithstanding any other provision of this agreement, Builder hereby agrees to hold harmless and indemnify WHBA from any and all third-party claims, demands, fees, and costs (including reasonable attorney fees) associated with the use of the Materials used by WHBA in relation to the event.

PHOTOS/VIRTUAL TOUR

Photo Appointment Cancellation. If a scheduled photography appointment isn't canceled or rescheduled at least twenty-four (24) hours in advance of the scheduled time, Builder agrees to pay a \$50 cancellation fee. This fee also applies if a Builder fails to show up to a scheduled appointment or if the home is not properly prepared or suitable for a photo shoot. Any Parade Home may be photographed and used for promotion by the Parade of Homes committee without further written permission from the participants. **Photos and virtual filming will take place between the two weekends of the parade showing.**

TICKETS

The admission fee to view the Parade of Homes will be \$10 at the door, kids free –Tickets will also be sold at designated ticket outlets for approx. two - four weeks prior and the duration of the Parade of Homes event. Each builder can purchase tickets for \$5. Parade participants are responsible for selling tickets as well as recording tickets sales and attendance. Failure to do so will result in a fine of \$500.

RESPONSIBILITY

- **The Builder member is required to secure up to 4 advertisers for the page opposite their rendering, (builder), page(s). If ads are not filled by the builder, by the due date, the builder will be assessed a \$1500 charge per page, for the Association to fill each page(s).**
- Staffing at the Parade house. (Ticket sales)
- There shall be no mandatory lotteries, mandatory guest list registering, mandatory contests, held in conjunction with the WHBA Parade home. WHBA has the sole right to decide on any promotional items during the event. Feel free to hold a contest, it just cannot be mandatory.
- The Builder Member agrees to accept the sole responsibility for the security of the home, both during construction and during the Parade of Homes. WHBA is not responsible for any damage or issues at the parade home.

COMPLETION/INSPECTION REQUIREMENTS

- It is the Builder Member's responsibility to submit a key or lockbox number to the Association office no later than Friday, **April 11th, 2025**. By signing and initialing this Builder Contract, the Builder Member indicates his/her willingness to comply with the attached rules and regulations and the entire Builder Contract.
- **All homes must be completed and ready for inspections by NOON on the Tuesday of the week BEFORE THE parade. The Builder member will not be allowed to open until the inspection is completed and passed.**
- The Inspection Committee shall be made up of members of another HBA and/or members of WHBA as appointed by the Parade of Homes Chairperson.
- If the Inspection Committee is unable to enter the home, or if the home is not "tour ready" and safe for showing as of the inspection date, the Builder Member will be offered the opportunity for re-inspection. A fine of \$200 may be applied to homes requiring re-inspection. Builder Member will be responsible for contacting the Parade of Homes Chairperson to arrange for re-inspection by 4:00 p.m. on the Wednesday of the week of the parade, to arrange re-inspection which is to be completed no later than Noon on the Thursday of the week of parade. If the home is tour-ready and safe at re-inspection, it will be allowed to open. If the home is not tour-ready and safe on re-inspection, it will not be open and forfeiture of entire entry fee plus any expenses or fines that have accrued.
- Remodelers may choose to unlock job for inspectors or make other arrangements for inspectors but cannot impede or delay the Inspection Committee's ability to enter the home.

WITHDRAW

In the event the Builder member wishes to withdraw from the Parade of Homes, the Builder member shall deliver written notice during regular business hours to the Executive Officer of WHBA, email jodi@whba.net. The penalty for withdrawal will be \$1000, withdraw on or after March 20th, 2025, will be forfeiture of the entire entry fee plus any expenses or fines that have accrued.

Parade of Homes Application - WHBA 2025 Spring Parade of Homes

PLEASE PRINT LEGIBLY

ENTRY FEE & DEADLINES – Builder can only enter up to 3 homes!

\$1,900 1st entry, \$900 each for 2nd and 3rd entry – **DUE NO LATER THAN MARCH 14th 2025**

\$1,100 For Re-models – with home open to public and/or Virtual Tour only

BUILDER INFORMATION

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Contact Person Cell Phone: _____

Contact Person Email: _____

Alternate Contact: _____ Alternate Cell Phone: _____

Alternate Contact Email: _____

Builder Signature _____

Date _____

How many entries will you be submitting? _____ Builder can submit up to 3 homes.

Please list the full address for each entry: (street address, city and zip code)

Please provide the following with your application

PROOF OF LIABILITY - INSURANCE - OWNER’S PARTICIPATION AGREEMENT (for each home)

List your company name as registered with the Wisconsin Secretary of State or the company or individual name under which your license is held. Builder represents that Builder is in good standing with WHBA and, is current with WHBA membership dues and has no past-due obligations to WHBA. Builder wishes to enter a home (“Entry”) in the 2025 Parade of Homes (“Parade”). Builder further represents that the information in this Entry Application, and any information provided or submitted as required or allowed by this Application, including the information for each Entry (whether submitted electronically online or in hard-copy form) is true and complete.

The Builder must complete and sign the Entry Application (a realtor or developer signature will not be accepted). All completed entries must be received by 3 p.m., Friday March 14TH, 2025

License INFORMATION

- All license numbers must belong to the Builder and building permits for any Entry must have been issued to the Builder.

License Number(s):

- WI #: _____

IDENTIFICATION OF COPYRIGHT HOLDER

The undersigned Parade Builder assumes responsibility for all claims resulting from misrepresentation of copyright ownership.

Plan Copyright:

Print Name of Copyright Holder (original designer of the plans)

Parade Builder:

Builder’s Signature

License. Notwithstanding any other provision of this agreement, builder hereby grants WHBA a non-exclusive, royalty-free, sub-licensable right and license to use all home details, photos, descriptions, drawings, blueprints, advertisements, etc. provided to WHBA by builder (collectively, the "Materials") for reproduction, publication, and other use by the WHBA and authorized third parties for the promotion and operation of the WHBA Spring Parade of Homes before, during and after the event.

LEGAL DESCRIPTION

Parade Home Street Address: _____

If street # is not available, list street name: _____

City/Town: _____

Total Square footage of home _____

Number of bathrooms _____ Number of Bedrooms _____

Lower level finished partial finished not finished

Home is for sale YES NO

If home is for sale \$ _____

WRITTEN DIRECTIONS TO HOME

Provide concise driving directions (using North, South, East, and West) to your Parade home.

HOME DESCRIPTION: 10 Bullet Points (Max. 20 words ea.) or up to 200 words description - **DUE March 21st, 2025**

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

BUILDER AND/OR BUSINESS BIO: Maximum 60 words

In consideration of Builder’s agreement to abide by the Rules and Regulations and other Terms of this Application and in acceptance of Builder’s full payment of all applicable Parade fees and deposits, Builder’s Application for the 2025 Spring Parade of Homes has been approved this day

WHBA Signature _____

Total Fees Due / Payment _____

Total Due \$ _____ **ALL FEES ARE NON-REFUNDABLE ON OR AFTER March 20, 2025.**

___ Check enclosed ___ Credit Card: Visa Mastercard American Express Discover

Credit Card number: _____

Expiration date: _____ CVV code: _____ (3-4 digits on back of card)

Billing address of the card: _____

City, State, Zip: _____

Printed name on card: _____

Cardholder’s signature: _____

Email for Receipt: _____

WHBA makes an effort to encourage consumers to wear socks to all Parade homes out of respect for future homeowners and to protect flooring. 100 Disposable shoe/foot covers are PROVIDED for each home. Should the builder need additional booties purchased the builder will be charged \$40 per 100 shoe covers.

You MUST include all appropriate materials before your entry is accepted. If all materials are not present, the application is incomplete, your materials will be sent back to be completed. For multiple entries, a separate contract must be filled out for each home.

PROVIDE YOUR ADVERTISERS FOR YOUR ADJACENT PAGE

Due to WHBA BY March 14th 2025

- | | |
|-----------|-----------|
| 1. | 2. |
| 3. | 4. |

Builder's Page Book Advertising

Full color, glossy ad rates will include digital online version following the event. Digital ads to be submitted per specs below. Additional fees may apply if design work and/or resizing is required.

Deadline to submit this contract and ad copy, ready for print, is March 21, 2025 Send form and ad to Jodi at jodi@whba.net

***Members and Non-Members must advertise in Parade book to advertise in the house, yard, or garage.**

ITEM	SIZE	MEMBER FEE	NON-MEMBER FEE	TOTAL DUE
Inside Front cover	7.5" w X 10"t	\$950	Not Available	
½ pg Inside front Cover	7.5" w x 4.9"t	\$550	Not Available	
Back Cover	7.5" w X 10"t	\$950	Not Available	
½ pg Back Cover	7.5" w x 4.9"t	\$550	Not Available	
Full Page	7.5" w X 10"t	\$900	\$1050	
½ page	7.5" w x 4.9"t	\$500	\$650	
¼ page	3.625" w x 4.9" t	\$350	\$500	
Garage Rental Space <small>With builder's approval</small>	10 x 10	\$250	\$400 *	
Title Sponsor		\$2000	Not Available	
Ticket Sponsor		\$500	Not Available	
Booties Sponsor		\$500	Not Available	
Map Sponsor		\$500	Not Available	
Consumer Prize Sponsor		\$200	Not Available	

Total Due \$ _____

My ad is to be adjacent _____ Builder's page

NON-MEMBERS OF WHBA – MUST BE PAID IN FULL BY CHECK OR CREDIT CARD – WHBA WILL NOT INVOICE NON-MEMBERS.

Invoice me _____ Check Enclosed \$ _____ Charge my credit card for \$ _____

Company Name: _____ Phone: _____

Contact Email address: _____@_____

_____ VISA _____ Master Card _____ Discover _____ American Express

Expiration Date: ___ / ___ / ___ 3/4-digit Security Code _____

Credit Card Number: _____

Card Holders Name: _____

Card Billing Zip Code _____