

Denver 2011 PARADE OF HOMES

August 11 through Labor Day • Thursdays, Fridays, Saturdays & Sundays • 11 am to 6 pm

TO ENTER

Enter Online at:
ParadeofHomesDenver.com/Entries

Entries Due: **April 29**
\$200 will be added to all entries received after
April 29, 2011

ENTRY FEES

Parade Homes: **\$2,595**

All new and unlive-in homes are eligible including new single-family and multi-family homes, lofts, condo conversions, full home remodels and coming soon developments.

Dream Homes: **\$2,995**

Eligible homes must be new, unlive-in, priced at \$1,000,000+, fully furnished, landscaped and professionally decorated.

Community Spotlight: **\$3,995 - \$6,995**

Two levels of community spotlights are available. See page 5 for details.

QUESTIONS?

Contact:
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The Parade of Homes is produced by:
The Home Builders Association of Metro Denver
9033 East Easter Place, Suite 200
Centennial, CO 80112



2011 Denver Parade of Homes

With 30 years of history in the Denver area, the Parade of Homes is one of the most recognized and respected local brands. In fact, many people recognize the Parade of Homes not only as an entertainment event, but as “the source” for information about home building trends. And the strength of the Parade of Homes name cuts through advertising clutter like no other new home brand can. Even in difficult markets, the Parade of Homes has proven to outperform all other promotional options for both home builders and developers of new home communities.

This annual event, held in the late summer and generally ending on Labor Day, is known and anticipated in the Denver market. With tour homes ranging in price from \$150,000 to well over \$1 million, the Parade of Homes offers consumers in all price ranges an opportunity to engage with the new home market. And the overall buying power of the Parade of Homes attendee is very strong.



OUR MISSION

Educate the Consumer | The Parade of Homes strives to be a vital source of consumer information on new home technology, construction practices, energy-efficient building, architecture and interior design trends, new home community locations and available amenities as well as a leading indicator of the styles and prices available to the home buying public.

Provide Visibility for Home Builders and Communities | Communities and homes that are featured in the Parade of Homes enjoy unique visibility through event specific media coverage, thousands of on-site visitors, cross-promotion and connection to the Parade of Homes brand and the luxury of top-of-mind awareness that comes with Parade of Homes participation.

Provide Additional Value to HBA Members | The mission of the HBA is to “improve our members’ ability to responsibly meet the housing needs of our community for a better quality of life.” The Parade of Homes is one more way the HBA supports its members by creating an opportunity to showcase home builders’ product and developers’ community offerings in a way that supports their marketing and highlights the industry as a whole. But equally important is generating on-site traffic and providing a forum that lends credibility and public awareness for participating builders and communities.



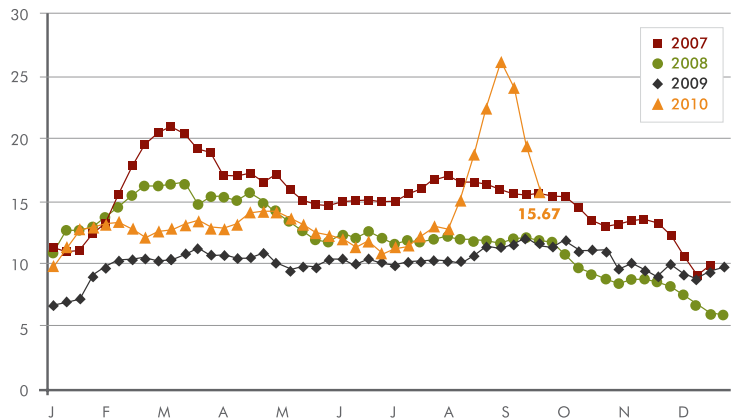
In 2010, participating homes enjoyed an average of more than 3,000 website pageviews each and on-site foot traffic averaging more than 1,000 visitors per home.

THE OPPORTUNITY

In addition to getting potential buyers through your home or community, the Parade of Homes offers many more benefits: The opportunity to associate your brand with the strength and respect of the Parade of Homes and an opportunity for third-party endorsed media coverage that you might not normally have; Parade homes and communities leverage their overall marketing budgets to create very strong ROI with a call to action that motivates prospects to arrive on-site at participants' homes and communities; and in many cases, the Parade of Homes allows builders and communities to convert visitors into new home buyers.

*A complete attendance summary of the 2010 Parade of Homes is available from the HBA. Please contact Vicki Pelletier at vpelletier@hbadenver.com or 303-551-6710.

Weekly Sales Traffic Per Subdivision
Metrostudy 09.26.2010



The Parade of Homes represents a unique opportunity to builders of new homes, real estate agents listing new homes, remodelers with unoccupied full home remodels and community developers. No other promotional opportunity available in the Denver market has the ability to deliver thousands of potential home buyers right to your doorstep like the Parade of Homes can.

During these economic times when every marketing dollar counts, we understand that you expect a high rate of return on all of your promotional efforts. The Parade of Homes has the ability to exponentially increase foot traffic to your homes and communities and at an unheard of cost per traffic unit. In 2010, participating homes enjoyed an average of more than 3,000 website pageviews each and on-site foot traffic averaging more than 1,000 visitors per home. In fact, this Metrostudy graph clearly shows the spike in metro wide sales office traffic during the Parade of Homes (orange line, 2010).

Don't take OUR WORD for it...

Here is what participating home builders and developers have to say:

"264 units of traffic in one week! That's more than we've seen in almost 5 YEARS!! Great work and thank you again for the incredible exposure."

- Mike Davidson, Marketing Manager, Standard Pacific Homes, Colorado Division

"I can almost assure you they couldn't have spent marketing dollars more effectively..."

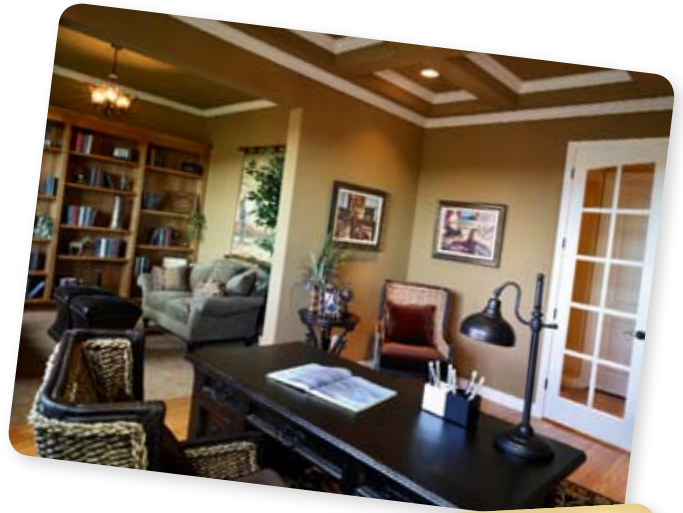
- Mark Samuelson, Samuelson & Associates, on his client's participation in the 2010 Parade of Homes

"We had a great final weekend, which was the perfect end to an amazing few weeks. In total, we had 2,795 people. Just amazing!!"

- Michelle Juneau, Associate Broker, The Tuxedo Team

"We had 530 people on Saturday and over 700 today. FANTASTIC!!!!!!"

- Mike Welch, Owner, Castleton Homes



AUDIENCE PROFILE

Not only does the Parade of Homes bring thousands of people to participating homes and communities but, more importantly, it delivers the kind of visitors most builders and developers view as their prospects. For example, 71% of attendees are women, 76% have household incomes above \$60K, 66% are married, 90% are homeowners, 20% are ages 35 to 44, 28% are ages 45 to 54 and 22% are ages 55 to 64.

WHAT TO EXPECT

The Home Builders Association of Metro Denver is the organizer of the Parade of Homes. As the organizer, it is responsible for all advertising, marketing and public relations functions as well as producing the official Parade of Homes magazine. Additionally the HBA provides all necessary directional and on-site signage as well as securing event sponsorships, and organizing Industry Night.

The home entrant is responsible for meeting event timelines (providing home information and ensuring the home is complete and ready for viewing), for staffing the home and keeping it open during event hours and for installing both on-site and directional signage during the event.

Home & Community ENTRY FEES

HOME ENTRIES

Parade Home - \$2,595

All new and unlive-in homes are eligible, including new single-family and multi-family homes, lofts, condo conversions, full home remodels and coming soon developments.

Dream Home - \$2,995

Must be new, unlive-in, priced at \$1,000,000+, fully furnished, landscaped and professionally decorated.

COMMUNITY SPOTLIGHT

All master planned communities are invited to participate in the Parade of Homes as Spotlight Communities. This is a new feature for the 2011 Parade of Homes. Spotlight Communities receive the following benefits:

Community Spotlight Gold Package - \$6,995

Parade of Homes Website:

- Community logo on the *Locations Map*
- Community featured in the *Community Search* function
- *Community Information* page with information about the community, a link to the community website, and displays and links to all Parade homes in the community
- A rotating banner ad on ParadeofHomesDenver.com

Parade of Homes Magazine:

- Two-page *Community Spotlight* advertorial
- Community snipe on the home profiles of Parade homes in the community
- Community logo on geographic area map

Community Spotlight Silver Package - \$3,995

Parade of Homes Website:

- Community featured in the *Community Search* function
- *Community Information* page with information about the community, a link to the community website, and displays and links to all Parade homes in the community

Parade of Homes Magazine:

- Full-page *Community Spotlight* advertorial
- Community snipe on the home profiles of Parade homes in the community

ADDITIONAL MARKETING OPPORTUNITIES *(optional)*

POH WEBSITE ADVERTISING

\$800 ParadeofHomesDenver.com
Banner Ad *(only 5 available)*
A limited number of Skyscraper Banner ads are available to run on all pages (except the homepage) of the ParadeofHomesDenver.com website from receipt of artwork through December 31, 2011. Impressions average 60,000 with click-through rates averaging 0.10 to 0.15. Ad size: 160 pixels wide x 600 pixels high, acceptable file formats: JPG or SWF.

\$150 Additional Home Photos on Parade of Homes Website
Six additional home photos (interior or additional exteriors) will run with the home profile on ParadeofHomesDenver.com

POH MAGAZINE ADVERTISING

\$750 Home Profile Upgrade
Upgrade the standard 1/4-page home profile in the Parade of Homes magazine to a larger 1/2-page, 4-color profile (will be displayed in the homes geographical area)

\$2,424 3/4-page, 4-color ad

\$3,830 Full page, 4-color ad

\$4,731 Inside front cover ad
(1 available, premium position)

\$5,137 Back cover ad
(1 available, premium position)

\$6,516 Two-page spread

POH ADDITIONAL DIRECTIONAL SIGNS

\$7.50 each Two right, two left and two straight arrow signs will be provided to each home. Additional signs may be purchased for \$7.50 each

Important DATES

FRIDAY, APRIL 29	Entry deadline for online payment. Entries received after April 29 will incur a \$200 late entry fee.
FRIDAY, MAY 20 by 5 pm	All home content (including photography, text and maps) uploaded to the Parade of Homes website
FRIDAY, JUNE 10	First magazine home profile proofs sent to participants as well as magazine advertising sales close
FRIDAY, JUNE 17	Magazine proof revisions (if any) due back to the HBA. If no revisions are returned, the HBA will assume that the proof is approved "as is". Last date to withdraw entry (with entry fee less \$200 administrative fee returned) or substitute a different home. Written notification must be received by the HBA on or before this date.
FRIDAY, JUNE 24	Magazine ad artwork due
FRIDAY, JULY 1	Final magazine home profile proofs sent to participants
FRIDAY, JULY 1 by noon	Participating Home Affidavit due to the HBA certifying that your home is 100% construction complete and that all information on the Parade of Homes website is correct
FRIDAY, JULY 8	Final magazine proof revisions (if any) due back to the HBA. If no revisions are returned, the HBA will assume that the proof is approved "as is".
MONDAY, JULY 18	All home content will be live at ParadeofHomesDenver.com
WEDNESDAY, THURSDAY & FRIDAY, AUGUST 3, 4 & 5	Home and directional signage and Parade of Homes magazines (quantity of 500) will be available for pick-up at the HBA office.
THURSDAY, AUGUST 11	Parade of Homes opens to the public at 11 am
FRIDAY, AUGUST 12	Industry Night
MONDAY, SEPTEMBER 5	Parade of Homes closes at 6 pm
TUESDAY, SEPTEMBER 6	All directional signs must be removed by 4 pm
FRIDAY, SEPTEMBER 9	All signs must be returned to the HBA office by noon

The DETAILS

WHO IS ELIGIBLE

HBA members in good standing as of May 6, 2011. A member in good standing does not have an outstanding accounts receivable balance.

HOW TO ENTER

Go online to ParadeofHomesDenver.com/Entries Complete the "Enter Home" area and submit credit card payment for your entry. Once your credit card payment is processed, a user name and login for each entered home will be emailed to you. Once you receive your user name and password, you may upload the required information for your entered home, including:

- Builder Name
- Builder Web Address
- Builder Logo (jpg file only)
- Contact Information (name, phone, email, address) – for HBA use only
- Home Address (street, city, state & zip)
- Region where home is located (north, south, east, west, central, Parker/Castle Rock)
- High Resolution Exterior Photo or Rendering (jpg file only)
- Home Price
- Other Homes From price
- Square Feet
- Number of Bedrooms
- Number of Baths
- Community Name
- Community Web Address
- Phone Number (for information about the home—could be builder phone number, sales representative phone number, etc.)
- Special Features/Description of Home (90-word copy about the home, please no abbreviations)
- Dream Home Expanded Home Description (325 words about the home, please no abbreviations)
- Home Headline (for the Parade magazine, 30 characters—highlight the home's best features)
- Lifestyle Categories (you may choose up to three from a list of optional categories)
- Special Considerations (you may choose to note if your home is handicap accessible or Energy Star. If you note handicap accessible you must allow all

wheelchair visitors access to your home and you must provide no stair entries, wider hallways and main floor wheelchair accessible bathrooms)

- About the Builder (90-word copy about the builder)
- General Directions (25-word general driving directions to the home)
- Location Map (hand-drawn map, scanned and saved as a jpg file)
- Special Events (date, time and description)

PARTICIPATING HOME AFFIDAVIT

By Friday, July 1 each entrant must certify that its home(s) is 100% construction complete and that all information on the Parade of Homes website (including mapping and directions) is correct. This is also the final opportunity to change the home price or any other home information.



The DETAILS

COMPLIANCE FEES

Each home participating in the 2011 Parade of Homes is required to meet all of the milestones outlined in the "Important Dates" schedule on page 6. Additionally, failure to meet the following deadlines will result in additional actions by the HBA.

Friday, May 20 by 5 pm

All home content must be uploaded to the Parade of Homes website. If all home content is not uploaded by the deadline, a \$250 fee per entry will be automatically charged to the credit card on file.

Friday, July 15 by noon

Participating Home Affidavit due to the HBA. Any entry without a complete Participating Home Affidavit returned by this time will be removed from the 2011 Parade of Homes without refund.

Friday, September 9 by noon

All signage must be returned to the HBA office. If signage is not returned by the deadline, a \$75 fee per entry will be automatically charged to the credit card on file.



DREAM HOMES

Dream Homes receive more on-site and web traffic and get more media coverage prior to and during the event. Additionally, Dream Homes have a full-page (versus a 1/4-page) home profile in the Parade of Homes magazine. Therefore the entry fee for Dream Homes is slightly higher than the entry fee for regular Parade homes.

Requirements to enter a Dream Home are:

- Price of the home must be at least \$1,000,000
- Home must be fully furnished, landscaped and professionally decorated
- Home has not previously been in a Parade of Homes and was not a 2010 Parade of Homes Dream Home
- Selected Dream Home entries will pay the Dream Home entry fee of \$2,995
- Home must be completed and ready to open to media by July 29th and remain open during the entire event

The Dream Homes will receive additional public relations and editorial support as well as full-page features in their geographic sections of the Parade of Homes magazine. Selection of Dream Homes will be at the discretion of the Dream Home committee (location/size/style/parking opportunities, etc. will be considered).

** Note: if you enter your home as a Dream Home but it does not meet Dream Home qualifications or is not approved as a Dream Home, the home will become a "Parade Home" and you will be refunded the difference in price between the Dream Home entry fee and the regular entry fee.*

COMING SOON DEVELOPMENT - NO HOME TO SEE

New neighborhoods that will not have homes ready can enter as a "Coming Soon Development". To participate, the development must have a safe and accessible sales center (trailer, tent or other structure, permitted with the city if necessary) and liability insurance. The sales center must be open and staffed during all Parade of Homes hours. Cost is identical to Parade Home entry (\$2,595). The high resolution exterior photo may be replaced with community photography, entry monument illustration or community logo.

The DETAILS

FULL HOME REMODELS and CONDO CONVERSIONS

Homes that have been completely renovated (including all walls, flooring, fixtures and finishes) will be allowed to participate in the Parade of Homes as long as they have been unoccupied since the renovation and will remain as such throughout the Parade of Homes.

SOLD ENTRIES/ INCOMPLETE HOMES

You have two options after the entry deadline and prior to June 17:

1. Cancellation

Entry cancellations are allowed through June 17 with a signed Request for Cancellation letter. You will receive a refund of your entry fee less a \$200 administration fee.

2. Substituting a Different Home

You may substitute an entry with any other home through June 17. Please contact Vicki Pelletier directly to complete a substitution.

MAP

Your entry will include a map created from the one you draw. Make sure you accurately label all roads, and your entry location. Your home will also be noted on our overall and regional maps using Google Maps. We will rely on you to check and confirm the accuracy of all maps.

SIGNAGE

One 24"x30" metal yard sign and six 22"x14" directional signs (two right, two left and two straight arrows) will be given to each entry.

Builders are responsible for installation of all signs, and may purchase additional directionals as needed. Builders must display their metal yard sign in a prominent location. It must remain up during the entire tour. You must follow CDOT requirements as well as any county and city sign placement guidelines, and remove all directional signs by deadline. Illegally placed signs and signs left up after the event hurt all of us. Please call your local municipality for rules and regulations.

PARADE OF HOMES MAGAZINES

Each builder will be given 500 Parade of Homes magazines to be handed out at your home. The magazines will be available for pick-up at the HBA office beginning Wednesday, August 3. Please plan ahead for your pick-up as there will be several boxes and they are quite heavy. During the event, please let Vicki Pelletier know if you begin to run low on magazines and we will make arrangements to get additional copies to your home.

PROMOTION

Radio, newspaper and internet advertising will be used to promote the Parade of Homes. Additional publicity will be generated through our professional public relations team with traditional and social media. Our website, ParadeofHomesDenver.com will feature all entries as well as general information about your company.

PARKING GUIDELINES

Pay attention to parking! If your entry is in an established neighborhood, please plan for parking needs. If streets are narrow, consider a shuttle from a nearby parking lot (get permission from the lot owner). Or post "no parking" signs along one side of the street. In any case, if parking could conceivably be an issue, please contact your city's police, public safety or other representative to develop a plan.

For a better quality of life.



HOME BUILDERS
ASSOCIATION
of
METRO DENVER®

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