



VIRTUAL PARADE OF HOMES
and Vendor Showcase 2021 (REVISED 8.5.21)
Agreement and Forms
RETURN BY: August 27 if video needed, or
September 8 with supplied video or still images
Home Builders Association of Northern Michigan
455 Bay Street, Petoskey, MI 49720 info@hbanm.com (231) 348-9770

A PERSONAL INVITATION & AGREEMENT

Includes New or Remodeled Projects, Landscapes and Decks/Outdoor Living Projects
NEW: Vendor Showcase

EVENT PROMOTED: September 18 to October 17, 2021 Entirely Online

Dear HBA of Northern Michigan Members and Future Members:

We are once again hosting the VIRTUAL PARADE OF HOMES & VENDOR SHOWCASE from September 18 to October 17 to capture the resort homeowners and vacationers in our market. The new VENDOR SHOWCASE is an opportunity for suppliers to the building trades to showcase their work. This event will be promoted heavily on social media and promoted for an entire year!

While your company may be busy now, it is important to keep your pipeline full of leads for the future and keep your company visible on the web.

Great Event Marketing (See stats attached)

The 2020 Virtual POH website had over **3,000 visitors** with **18,292 page views**

FACEBOOK ADS = 28,595 Video views; 159,707 impressions and posts reached 74,160 people!

Professional Videography

Local photographer and videography Dan Hasty of New Wave Media is available to do drone footage at your property or he can create a moving image from still photography to showcase your work.

FEES:

- **\$1100 New home or landscaping project with videography needed** (included video fee)
- **\$900 New home project with video supplied or still photos supplied** to make into a video
- **\$700 Repeat a project from 2020 POH**
- **\$650 Vendor Showcase** -- can include supplied one video or up to 10 still images. A moving video with company logo, can be created from your (10-20) supplied images for \$50 additional.

Deadlines: September 8 --project with video supplied or still photography only

August 27 -- project with videography needed

Please let us know if you have questions about this event.

With Regards,

Janet Chambers, Executive Officer, HBA of Northern Michigan | janeteo@hbanm.com | cell 814-308-3168

Visit the
2020 Parade of Homes at:
www.upnorthhometour.com

2021 VIRTUAL PARADE OF HOMES & VENDOR SHOWCASE **RULES AND REGULATIONS**

ENTRY AND PARTICIPATION

1. All projects entered into the Virtual Parade of Homes and Vendor Showcase must be built/landscaped by an HBA of Northern Michigan member company in good standing whose dues are paid in full by the event date. Any company entering a project that is not a current member must join the HBANM by September 1, 2021 to include a project in the event. Vendor must be members of the HBANM.
2. All homes entered in the Parade of Homes and Vendor Showcase shall be projects completed within the last five years. Landscaping projects may be more than 5 years old. Homes may be vacant or occupied.
3. A remodeling job must showcase a change in shape, form or function of the residence. This may include a kitchen remodel, addition, large deck or outdoor living space. Please ask the EO at the HBA of Northern Michigan for clarification if needed.
5. Landscaping projects may include any major landscaping design that showcases good form and function.
6. All Builders, Landscaping companies and vendors are required to pay their respective fees in full accordance with the Agreement before the deadline in order to participate.
7. Builder/Vendor agrees that once this agreement is accepted, there will be no refund of the entry fee for any reason after September 8, 2021, even if the entire amount has not been paid in full at time of cancellation. If this signed agreement is cancelled by the Builder/Vendor prior to August 15, 2021, a 50% fee will be refunded. Note that depending on print production parameters, a withdrawn project may not be able to be withdrawn from some advertisements due to deadlines. If it is determined that a project needs to be withdrawn from the Virtual Tour after the event has run, there will be a flat fee charged to the vendor of \$300 to cover technical services for the website changes.
8. Builder/Vendor agrees to assist the HBANM in marketing the event by providing all information on the project in a timely manner using the information sheets supplied.
9. The Parade of Homes & Vendor Showcase Committee has the right to all editorial control of all promotional materials in order to insure uniformity of Parade promotions.
10. The Committee will approve all images of Builder/Vendor project by New Wave Media, our contracted videography company, or any images supplied by the Builder/Vendor. Participating companies may supply their own images or videography as long it meets our requirements (videos not longer than 3 minutes).
11. The Builder may co-promote their virtual tour project with no more than one other vendor as long as that vendor is also a member in good standing of the HBANM. Vendors may not co-promote on their product page.
12. Any rule or regulation found to be unlawful shall become void and all other rules and regulations shall remain in full force and effect.
13. The Builder/Vendor will work with the videographer and the committee to get the videography completed in a timely manner.
14. All submitted videography will not be longer than 3 minutes.

BUILDER/LANSCAPER SIGNATURE _____ Date _____

2021 PARADE OF HOMES & GARDEN TOUR ON-LINE VIRTUAL TOUR AGREEMENT

VIRTUAL PARADE OF HOMES Promotion DATES: (REVISED) September 18-Oct 17, 2021

DEADLINE TO ENTER: If supplying video or still photography deadline is September 8, 2021. If video is needed, the deadline is August 27 so videography can be scheduled.

1. Complete one form per ENTRY. NAME OF ENTRY _____
2. The undersigned Builder/Vendor has received and read the Parade of Homes and Vendor Showcase Rules and Regulations which are incorporated herein.
 - **HBA MEMBER PRICE : \$1100. New project** (includes videography fee) **OR \$900** with video supplied or just still photography that can be made into a video
 - **RENEWAL OF PROPERTY FROM 2020 Virtual POH \$ 700 -- no changes**
PROJECT ENTERED:
[] New home (less than 5 years old) [] Remodeling Project Type _____
[] Deck or outdoor living space [] Landscaping Project
 - **VENDOR SUBMISSION - \$650** – Include one dedicated page for company promotion. Up to 10 still images or a supplied video (not more than 3 minutes) **Still photos can be made into a video for \$50 additional.** (10-20 still images)

3. Address of Project: _____

NOTE: Locations will not be disclosed in any public forum.

Home Owner Name and Number _____

(Note that all arrangements for photography/videography of the project will be made through the builder or landscapers office. We will only use this information if needed to coordinate the photography/videography.)

4. Builder/Vendor Company _____

Contact Person: _____ Email _____

Personal Cell number of contact person: _____

Company Address _____

Company Phone # _____ Fax # _____

Builders License # _____ Current member of the HBANM? [] Yes [] NO

IF YOU ARE CO-PROMOTING THIS PROJECT with another vendor, please submit the company name, contact name, and phone # on a separate sheet. Any vendor used in co-promotion must be a member of the HBANM.

7. **ACCEPTANCE OF AGREEMENT** – Builder/Vendor agrees that once this agreement is accepted, there will be no refund of the entry fee for any reason after September 8, 2021, even if the entire amount has not been paid in full at time of cancellation. If this signed agreement is cancelled by the Builder/Vendor prior to September 1, a 50% fee will be refunded.

8. The foregoing conditions are in the best interest of the Builder/Vendor, the HBA of Northern Michigan, and the 2021 Virtual Parade of Homes and Vendor Showcase event. By affixing their signatures below, the parties hereto fully agree to all terms and conditions of this agreement and the Parade of Homes & Garden Tour Rules and Regulations.

Initial HERE _____

The Builder/Vendor agrees to indemnify and hold harmless the Home Builders Association of Northern Michigan (HBANM), New Wave Media, or any other vendor involved in the virtual Parade of Homes and Vendor Showcase from any and all participation in any activity, work or other things done, permitted or suffered by the Builder/Vendor in connection with the virtual Parade of Homes and Vendor Showcase arising from any act or negligence by the HBANM or other event vendors or any officer, agent, employee, guest or invitee involved with the event, and from all costs, attorney fees and liabilities incurred in or about the defense of any such claim or action proceeding brought thereon.

PLEASE SIGN THIS FORM AND RETURN TO THE HBA OF NORTHERN MICHIGAN. The payment may follow under separate cover and the homeowner signed form(needed only when we take new videography) may also be mailed or emailed separately.

Email to: info@hbanm.com FAX: 231-348-8155

Builder/Vendor Company _____

PRINT NAME OF PERSON SIGNING BELOW: _____

Signature _____ Date _____

HOME BUILDERS ASSOCIATION OF NORTHERN MICHIGAN ACCEPTANCE:

Janet Chambers, Executive Officer _____ Date _____

For questions, contact: Janet Chambers, HBANM Executive Officer
janeteo@hbanm.com cell: 814-308-3168 | office: 231-348-9770

-----**PAYMENT**-----

AMOUNT ENCLOSED: \$_____ (\$1100 New project; \$900 with video supplied, new project; \$700 repeat project from the 2020 Virtual POH; \$650 Vendor Showcase. **50% deposit due now.** Balance due by Sept 8, 2021. Please use one form per project. Additional payment terms are available if needed.

Mail checks made out to: HBANM Mail to: HBANM, 455 Bay Street, Petoskey, Michigan 49720
Pay by Credit Card (We will include a 3.5% processing fee)

Name on Card _____ Card Type: [] VISA [] Mastercard (AMEX is not accepted)

Card Number _____ Expires _____ CV code _____

Card Member address _____

Signature _____

HBA of Northern Michigan

2021 VIRTUAL PARADE OF HOMES AND VENDOR SHOWCASE

PROJECT DETAIL ENTRY FORM

This is the information that will be used on the website to describe your project

Builder/Vendor _____ Contact _____

Project Name _____

PROJECT ENTERED:

- New home (less than 5 years old)
- Remodeling Project Type _____
- Deck our outdoor living space
- Landscaping Project
- Vendor Showcase:

Please write a general description of the project or products not to exceed 100 words. (This will be used on the page)

FOR HOMES:

Square footage _____ # of bedrooms _____ Baths _____

List any special features of the areas to be highlighted on the tour – special materials or techniques used. Do not exceed 200 words

LANDSCAPING PROJECTS – Please list any other information you would like on this project such as the designer’s name, plantings used, or other features. Not to exceed 200 words.

Please write a brief description of the company not to exceed 50 words. You may submit a photo of your team and your logo for the website.

USE FORM IF NEW VIDEO IS TO BE TAKEN AT HOMEOWNER LOCATION

**Homeowners Acknowledgment – Virtual Tour 2021 - 2022
HBA of Northern Michigan**

TO BE SIGNED BY THE HOMEOWNER –

I hereby agree to allow my home to be entered in the 2021 Parade of Homes and Vendor Showcase, a virtual event taking place on Sept 18 – Oct 17, 2021.

I understand that my home will only be viewed by the general public via a virtual tour hosted online at www.UpNorthHomeTour.com. **My address and name will not be disclosed to the public or posted in any public forum.**

I understand that (builder or landscaping company name) _____ will make arrangements to video my property at a date and time that I arrange with them no later than September 15, 2021. I understand that the videographer or anyone helping the videographer will wear a mask and follow COVID-19 safety protocols.

I verify that my Home/Remodel Project/Landscape/Outdoor Living area was completed by the company noted above.

Home Owner agrees to indemnify and hold harmless the Home Builders Association of Northern Michigan (HBANM), the Builder or Landscaper involved with this event, or any other vendor involved in the virtual Parade of Homes and Vendor Showcase from any and all participation in any activity, work or other things done, permitted or suffered by the Home Owner in connection with the virtual Parade of Homes and Vendor Showcase arising from any act or negligence by the HBANM or other event vendors or any officer, agent, employee, guest or invitee of Builder/Vendor, and from all costs, attorney fees and liabilities incurred in or about the defense of any such claim or action proceeding brought thereon.

Signed: _____ Dated: _____

Print Name _____

Address: _____

Check List of Items Needed for each project:

SIGNED FORMS

- Parade of Homes Agreement
- Rules and Regulations form
- Homeowner Acknowledgement Form (Needed for project with videography onsite needed)
- Entry Form

PAYMENT

- Check or Credit Card info – 50% deposit due now. See above for fee details
- Non-HBANM Members – please fill out a membership application and submit a check for \$550 for membership. Membership form located at www.HBANM.com under Membership

MARKETING -- ALL ITEMS DUE BY Sept 8 or before Send to info@hbanm.com

- Company Description – see form page 5-6
- Company logo
- Company photo of team, owner or related image (optional)
- Optional items for the website:
 - Floor plan or landscape design -- send as a jpeg or pdf file
 - Still Photographs of project – you may submit up to 10 images, jpeg formatPlease zip images in one file and send us a dropbox link or contact Janet Chambers for dropbox information

For questions, contact: Janet Chambers, HBANM Executive Officer
janeteo@hbanm.com cell: 814-308-3168 office: 231-348-9770