



PARADE OF
HOMES
by the BAY

One weekend...

Hundreds of

Visitors!

May 29 & 30, 2015

Parade of Homes Registration Kit

The parade of homes is a very effective way for local builders, associate trades and real estate brokers to directly target and showcase homes & services to hundreds of consumers who are actively improving their homes or shopping for a new one.





2015 Parade of Homes by the BAY

May 29 & 30, 2015
Friday 10:00 am to 6:00 pm
Saturday 9:00 am to 5:00 pm

Welcome to the “*Parade of Homes by the BAY*” – a residential construction showcase of the Northern Neck. The Lancaster by the Bay Chamber of Commerce has worked hard to make this Parade of Homes an annual home tour event and the best home marketing promotion ever. Our goal is to allow the builder, associate trade contractors and suppliers the opportunity to show the projects they have built in our community.

Everything you need to participate in the Parade of Homes by the BAY is included in this packet. Please review and call Anne Paparella at the Chamber office at 804-435-6092 if you have any questions.

Applications will not be considered until **ALL** required documents are submitted to the Lancaster by the Bay Chamber.

Why Participate in the Tour?

- Be featured in the Parade of Homes program
- Exposure to hundreds of ticket-paying attendees over the two day period
- Be a part of this exclusive event in the area
- Publicity through featured articles in “House & Home” Magazine & Rappahannock Record.

Presenter Entry Fee Also Includes:

- Radio, newspaper, website, advertising for the Parade of Homes
- Full page ad in Parade of Homes Program with full description of showcased home
- Presenters receive Official “Parade of Homes” signage for tour home
- Complementary tickets to the “VIP” Reception for your staff & homeowner
- Complementary tickets to the Parade of Homes tour
- Vendor Space at the Parade Home

Additional Advertising Opportunities:

- Parade of Homes Program Advertising
- Sponsorship Opportunities
- Marketing Materials at Parade Homes



Parade of Homes Registration

May 29-30, 2015

Presenter/Home Owner/Vendor Information

Company/Homeowner/Vendor Name _____

Contact Person _____ Contact Cell _____

Company Office Number _____ Email _____

Address _____

Parade of Homes Tour

- TOUR HOME PACKAGE** - must be paid in full by **April 1, 2015**
 \$350 Members + \$175 Each Additional Home = Number of Homes _____ \$ _____
 \$450 Non-Members + \$225 Each Additional Home = Number of Homes _____ \$ _____

*(Join the Lancaster by the Bay Chamber and receive \$125 credit towards Chamber membership)
 Includes Full Page description, photo & directions to the Parade Home with Presenter listing*

- TOUR VENDOR PACKAGE** - must be paid in full by **April 1, 2015**
 \$75 Members, \$ _____
 \$100 Non-Members \$ _____ (join chamber and receive 10% off membership)

*Includes designated space at Tour Home to be coordinated with the Presenter with vendor listing.
 (Vendor responsible for tables, drapes and marketing materials)*

- MARKETING OPPORTUNITIES** -- must be paid in full by **April 1, 2015**
 ¼ Page Ad \$60 x Number _____ = \$ _____
 ½ Page Ad \$90 x Number _____ = \$ _____
 Full Page Ad \$160 x Number _____ = \$ _____

Note Ad Dimensions: ¼ pg. = 4.75" x 1.7813 h - ½ pg. = 4.75" w x 3.6875" h - Full pg. = 4.75" w x 7.5" h
 \$500 Bronze Sponsor (1/8 page included) _____ \$ _____
 \$1,000 Silver Sponsor (1/2 page included) _____ \$ _____
 \$1,500 Gold Sponsor (Inside back cover included) _____ \$ _____
 \$2,500 Platinum Sponsor (Back cover included) _____ \$ _____

TOTAL	\$
--------------	-----------



Parade of Homes Entry Profile

May 30-31, 2014

Please submit the following profile information for EACH home being registered in the 2014 Parade of Homes no later than **April 1, 2015**.

Presenter / Company _____

Presenter Address _____

Presenter Name _____

Contact Phone Number _____

Home Owner & Address _____

Home Town _____ County _____

Parade Home Category:

_____ Stick Built _____ Modular _____ Remodel/Additions _____ Interior/Exterior Design

Number of Bedrooms _____ Number of Baths _____

Square Footage _____

On-site Representative (s) Overseeing Home During Parade _____

Cell Phone Number of Representative (s) _____

Directions to Home from Parade of Homes Headquarters (129 S. Main Street Kilmarnock,VA.)

Please attach sheet

Description of Parade Home for use in Parade Program – Please attach sheet.



Specific Conditions:

The parties hereto shall participate in the 2015 Parade of Homes by the BAY, an annual exhibit of new and remodeled homes, constructed by area builders, in good standing with the Lancaster by the Bay Chamber of Commerce, ("THE CHAMBER ") and agree to the following:

A. PRESENTER Requirements. Presenters in the 2015 Parade of Homes by the BAY will include licensed contractors, Architects, Realtors, Interior and Exterior Designers. Both the interior and exterior of Parade home must meet criteria of excellent condition show quality.

B. Parade home location: The showcased home on Parade must be within a 35 mile radius of Parade headquarters, Lancaster by the Bay Chamber office 129 South Main Street, Kilmarnock, Virginia.

C. Advertising & Promotion: THE CHAMBER shall be solely responsible to conduct advertising and promotional activities for the Parade in any manner and style that it deems appropriate, including but not limited to, a Parade Program, which includes full description of each showcased home, presenter and vendor information. Inclusion in Local and Regional Radio Promotion; Parade of Home Signage for each showcased home, Local Newspaper Promotion and Magazine Promotion as deemed appropriate. ****All entries received after 5:00 pm on April 1, 2015 will not be guaranteed space in the Parade of Homes by the BAY Program.**

D. Site Preparation: The PRESENTER agrees to examine the grounds for hazards. Clear walk and path ways, secure handrails, check for non-viable steps, swales & ditches to ensure that areas are clearly marked and/or barricaded from public access. Site should be free from debris, i.e.; limbs, branches, garbage.

E. Interior Preparation: PRESENTER agrees to examine the interior for hazardous areas such as stairs, step downs to ensure that areas are clearly marked with color strips and/or signage.

F. Registration Fee and Deadlines: Chamber members in good standing, shall pay a registration fee of \$350 for the first home and \$175 for each additional home, with a maximum of (3) three. Non-Chamber Members shall pay a registration fee of \$450 for the first home and \$225 for each additional home, with a maximum of (3) three. Registration fees are due no later April 1, 2015.

G. Completed Registration Includes:

- Complete Registration & Entry Profile Forms
- Signed "Agreement"
- Payment in full for Registration Amount
- Camera Ready color Photo of Showcased Home
- Thorough details for driving directions from the Parade headquarters (129 South Main Street., Kilmarnock)
- Copy of Liability Insurance (provided by Presenter or Homeowner)

H. Withdrawals: Any showcased home that is withdrawn from the Parade must do so in writing no later than April 15, 2015. Any registered home withdrawn after April 15, 2015 will forfeit their entire registration fee, unless withdrawn due to calamity. Calamities shall include, but not limited to, catastrophic damage due to wind, fire, flood or sudden rupture of pipes, vandalism or other catastrophic loss.

I. Realtors: Realtors are allowed to represent properties in the Parade of Homes which have a current Listing Agreement with a licensed Virginia Agent. The seller must be the PRESENTER or HOMEOWNER, and built by a local builder, who should be named in the description of the property.

POH Initials _____

PRESENTER Initials _____



J. Vendors: All vendors, ie: Decorators, Painters, HVAC, Landscapers, etc. will be allowed to partner with a presenter to exhibit at their Parade Homes. All vendors will pay a registration fee of \$75 for chamber members and \$125 for non-members to showcase their businesses. The vendors will coordinate with the Presenter as to where to set up their space. Vendors will be responsible for their tables, tablecloths, and marketing materials. Vendors will also act as welcoming host or hostess for the Parade Home.

K. Right of Entry & Access: PRESENTERS, Homeowners will be permitted on property during the hours of the Parade of Homes. Friday, May 29, 2015 between 10:00 am & 6:00 pm and Saturday, May 30, 2015 between 9:00 am and 5:00 pm. PRESENTER will be responsible for unlocking and locking of home. Home must be assessable to the partnering vendor 1 hour prior to start of Parade of Homes each day.

L. Signage: PRESENTER and vendor acknowledge that only official Parade of Homes signage will be allowed in the front yard or rear yard of the Parade Home. The Chamber will provide official directional, exterior, and interior signage, which the PRESENTER will be responsible for the placement and collection thereof. Failure to return the signs will result in the builder being charged \$30.00 for each sign.

M. Insurance: PRESENTER/HOMEOWNER shall provide certificate of insurance, listing Parade of Homes by the BAY as additional name insured, combined with single limits of no less than \$500,000 for personal or property losses. PRESENTER shall provide evidence of the required statutory limits for Worker's Compensation insurance no less than required by state law to cover their potential liabilities arising out of Parade exposure. The Lancaster by the Bay Chamber and the Parade of Homes by the BAY is insured by a commercial general liability policy covering THE CHAMBER and its members in cases where negligence can be proven. PRESENTERS and/or HOMEOWNERS who open their homes may wish to check with their own insurance agents to assure that they are properly covered. In some cases, homeowners may wish to take out a special one-day liability policy for the tour day. BTBPOH insurance policy covers claims for property damage and bodily injury to other that may occur during THE CHAMBER sponsored event and for which THE CHAMBER and/or its member are legally liable.

N. Completion Requirements: The PRESENTER agrees to have all necessary improvements, including all interior requirements, completed by 12:00 Noon, on the 28th day of May, 2015. If the PRESENTER does not meet the completion requirements, said Parade home will be removed from the Parade participation.

O. Admission: The PRESENTER/HOMEOWNER agree to limit access to unauthorized person(s) not in possession of valid ticket(s), to the Parade, and further agree to cooperate with the Chamber regarding collection of tickets at the home site. The Chamber reserves the right to refuse entry to any ticket holder exhibiting unacceptable behavior.

P. Personnel: The PRESENTER shall provide the man power and/or security (if necessary) for the Parade of Homes, and **is required** to partner with one participating vendor who will provide appropriate personnel/volunteers during the Parade hours of operation to provide information, whether technical or otherwise, to the public in attendance. A PRESENTER representative is required to be on the premises at all times during the Parade hours of operation. All personnel must be 21 years of age or older and someone the builder knows for sure will project a professional image.

Q. Safety & Emergency: Post host at pools, piers and hazardous places and detour Parade visitors from questionable areas, unless staffed by vendors such as pool builders, dock builders, excavation specialists etc. If there is a pool or hot tub, the host should know where life-saving equipment is kept. Always have one hostess/volunteer available with a phone for emergencies. Anyone under the age of 17 must be accompanied at all times by a parent or other responsible adult. If an accident should occur please **DIAL 911 first!** Report any accidents/incidents to THE CHAMBER as soon as possible.

Emergency Contacts:

Anne Paparella – (804) 436-3638

Susan Turney – (804) 543-0429

**PARADE OF HOMES BY THE BAY
PRESENTER AGREEMENT**

THIS AGREEMENT made this _____ day of _____, 2015 by and between The Lancaster By the Bay Chamber (the "Chamber") and _____ (the "Presenter/Homeowner" whether one or more).

STATEMENTS

- A. The Chamber is sponsoring "Parade of Homes by the BAY" and has invited the Presenter/Homeowner to participate; and
- B. The Presenter/Homeowner, being either, a Contractor, Architect, Realtor, Interior Designer or Landscaper representing a Parade Home that meets the criteria listed in the provisions herein shall apply to the Presenter/Homeowner.

WITNESSETH :

NOW, THEREFORE, for and in consideration of the premises, the parties agree as follows upon the terms and conditions hereinafter set forth:

- 1. The Presenter/Homeowner shall make available for an open house from Friday May 29, 2015 at 10:00 a.m. through 6:00 p.m. and from Saturday May 30 at 9:00 a.m. to 5:00 p.m., for visitors with passes, to view same, the following property owned by the Presenter/Homeowner:

(the "property").

Presenters and vendors of the 2015 Parade of Homes by the BAY may have access to the property one hour before and one hour after the open house each day.

- 2. The Presenter/Homeowner represents and warrants:
 - A. That the Presenter/Homeowner is the owner of the property and has the right to enter into this agreement; and
 - B. That the property will be in a safe and habitable condition, free of faults that could cause injury to persons or damage to property; and
 - C. That the Presenter/Homeowner has complied with all federal, state and local Laws rules and regulations regarding the property; and
 - D. Any signs and the locations thereof must be approved in writing by the Chamber;

E. The Presenter/Homeowner has reviewed the documents attached hereto and Incorporated herein by this reference, including without limitation, the Parade of Home Registration, the Parade of Homes Entry Profile, the Parade of Homes Sponsorship Opportunities and the Parade of Homes Specific Conditions and approves of such Documents, and agrees to comply with the terms and conditions contained therein. Such representations and warranties shall be true during the periods of the Open House and for the period that the Chamber has access.

3. The Presenter/Homeowner shall indemnify the Chamber against all expenses, liabilities, and claims arising out of: (i) the use of the premises by the Presenter/Homeowner and the Presenter/Homeowner's guests, customers, invitees and visitors and by all persons permitted to use the premises or tolerated on the premises by the Presenter/Homeowner; and/or (ii) the failure by the Presenter/Homeowner to perform or meet any of the terms and/or conditions of and/or obligations under this agreement; and/or (iii) any failure to comply with any federal, state or local law, rule or regulation.

4. This Agreement will bind and inure to the benefit of the respective successors and Permitted assigns of the parties mentioned in this agreement. This Agreement contains the complete and entire agreement between the parties. This Agreement will be construed and enforced with the laws of the Commonwealth of Virginia. This Agreement will not be construed against any party as drafter and shall be construed as in any way establishing a partnership, joint venture, express or implied agency, or employer-employee relationship between the parties. This Agreement is for the sole benefit of the parties hereto and their respective successors and permitted assigns and no other person or entity will be entitled to rely upon or receive any benefit from this Agreement. The parties will take such further actions, execute such further documents and grant such further assurances to effectuate the terms, conditions and intent of this agreement. If there are more than one Presenter Homeowner, the obligations of the Presenters/Homeowners are to be joint and several.

WITNESS the following signatures and seals as of and effective as of the date first above written:

The Lancaster By the Bay Chamber

By: _____(SEAL)

Anne Paparella, Executive Director

Presenter/Homeowner

_____(SEAL)

_____(SEAL)



Credit Card Payment Authorization Form

Please complete the following: Date: _____

Amount: _____ Visa _____ MasterCard _____ AMEX _____ Discover _____

Name As It Appears on Credit Card: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____ Exp. Date: _____ Security Code _____

Authorized Signature: _____

Telephone: _____

Comments: _____

Lancaster by the Bay Chamber ♦ P.O. Box 1868 ♦ 129 S. Main Street
Kilmarnock, VA 22482 ♦ 804-435-6092 ♦ 804-435-2291 Fax
info@lancasterva.com