



Parade of Homes

Tours, Projects & Products

In-person Event September 18 & 19, 2021 – 10 am-3 pm | Virtual Tours Online Sept 2021-Aug 2022

LAKELAND BUILDERS ASSOCIATION 2021 PARADE OF HOMES PARTICIPANT CONTRACT

A separate and complete contract package is required for each entry. See *Variance Request Form* for repeat homes, remodeled homes or homes with a building permit drawn prior to January 1, 2020. Current LBA membership required. See guidelines, rules and details for more information.

ENTRY FEE – Homes

☐ **Virtual tour online & in-person tour:**

\$1,500, payable by July 30, 2021. *Additional* entries by one company are \$750 each.

This option is for the builder who has a homeowner who would allow the public into their home and would also allow a photographer to enter their home for a session to create a digital 3-D tour of every room/space. The address of the home with a map will only be displayed during the Parade event. These homes would be in or near Walworth County for a scattered-site, in-person tour.

☐ **Virtual tour online only: \$1,000**, payable by July 30, 2021. *Additional* entries by one company are \$500 each.

This option is for the builder who has a homeowner who does not want the public in their home but does not object to a photographer entering their home for a session to create a digital 3-D tour. The home can be located nearly anywhere the photographer can drive within an hour. The address of the home will not be displayed at any time.

ENTRY FEE – Projects (single interior room or single exterior space/area)

☐ **Virtual tour online: \$500, each**, payable by July 30, 2021.

This option is for the builder/remodeler who has a single, interior room or a single, exterior space like an outdoor kitchen or deck, landscaping or other exterior project/remodel. The homeowner does not object to a photographer entering their home for a session to create a digital 3-D tour or photo gallery (there are some limitations on exterior photography and 3D technology where video photography may be done instead). The address of the home will not be displayed at any time.

ENTRY FEE – Featured Product (single product available to purchase at your company)

☐ **Photo and text online: \$150, each**, payable by July 30, 2021.

This is an option for LBA members or subcontractors of verified Parade participants to promote the latest product(s) they offer. It is meant to educate online visitors about potential products for a repair, remodel or building a new home and the businesses that provide them.

MEMBERSHIP – Dues (for non-members wishing to enter the 2021 Parade)

☐ **3-in-1 Membership: \$515 annually** (save \$75, regular price \$590), includes benefits of Lakeland Builders Association, Wisconsin Builders Association & National Association of Home Builders with networking, free DSPS education credits, legal hotline, contract forms, product savings/rebate programs, industry representation to government in Madison and Washington DC for protection of business rights and more.

Company _____

Contact Person _____

Office Phone _____ Mobile Phone _____

E-mail _____

Website _____

PARADE HOME/PROJECT Street Address _____

PARADE HOME/PROJECT City _____

Parade home is: ☐ For Sale ☐ Occupied ☐ Model ☐ New Construction ☐ Remodel

Parade home is: ☐ Single Family Home ☐ Multi-Family (condo, townhome, etc.)

Continued on next page

Parade home will be: ☐ Virtual tour & in-home tour ☐ Virtual tour only

If in-home tour, phone number for visitors to call for entry: _____

Parade home Square Feet: Finished Main Levels _____ Lower Level, if finished _____

PARADE PROJECT is: _____

PARADE FEATURED PRODUCT is: _____

Signature _____ Date _____

I have read and agree to the terms and will abide by the rules of this contract. Submit this page with previous page.

_____ **Check Enclosed** Make check payable to Lakeland Builders Association. Mail to 1560 N. Country Club Pkwy, Elkhorn, WI 53121

_____ **Pay Online** Go to <http://www.lakelandba.com/parade-registration> to pay online



LAKELAND BUILDERS ASSOCIATION

2021 PARADE CONTRACT GUIDELINES, RULES, & DETAILS

The LBA Parade Committee reserves the right to decline or prohibit any entry or accessory that does not match the character of the general Parade of Homes event. The LBA Board of Directors reserves the right to cancel the Parade of Homes if determined that there are not enough homes registered by July 30, 2021. LBA will follow local, State and National policies for in-person events.

Cancellation & Refunds

Once the contract is accepted, the fee is non-refundable. If the entire event is cancelled by the LBA Board of Directors, all fees will be returned. If only the in-person tour is cancelled by the LBA Board of Directors, \$500 will be returned to those participants who paid for both the virtual and in-person tour.

Participants

Active Builder members of Lakeland Builders Association (LBA) in good standing, may enter a home or project in the LBA Parade of Homes (POH). Products may be entered by members or non-member subcontractors of verified Parade home or project entries. Only those home and project entries constructed and intended for use as permanent residences or part of a permanent residence are eligible. Home and project entries with a building permit pulled January 1, 2020 or after are eligible. Product entries should be a product currently used or offered by the applicant in their business.

Other homes which were started before January 1, 2020 can be entered with a Variance Request Form and will need approval from the POH Committee to participate. Homes previously entered in the LBA POH can be entered with a Variance Request Form and will need approval from the POH Committee to participate. Remodeled home entries can be entered with a Variance Request Form and will need approval from the POH Committee to participate.

Completion & Inspections

All in-person Parade homes and projects must be completed no later than August 13, 2021. Homes may be inspected for completion prior to the virtual tour photography being scheduled. Inspection schedules will be available after July 30.

Peoples' Choice Contests

Online voting will take place for Peoples' Choice Awards in separate categories for homes. The LBA Parade committee will determine the timing. A winner will be announced and highlighted on their online entry for the remainder of the year.

All Entries Include

Advertising, marketing and public relations that drive visitors online and to in-person events. *(Past LBA events have brought up to 60,000 online visitors and 200-400 in-person visitors in a single weekend.)*

HOMES, online virtual tour, receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- 3-D Matterport Virtual Tour of the entire home for one year with dollhouse floor plan, up to five (5) push pins (features) and highlight reels (photo filmstrip). *After the first year, hosting of Matterport material is an additional fee, paid directly to the photographer.*
- finished square footage
- company contact information, logo and link to company website
- builder's photo, headshot
- directions to home if part of in-person tour
- home and company description, 175 words each
- builder tour video

HOMES, in-person tour, receive:

Materials for two-day, in-person tour including

- Directional signs & stakes
- POH number sign
- LBA POH table-top event signage,
- Sheets to tally number of attendees
- Exit survey cards
- Membership directories

IN-PERSON TOUR GUIDELINES

- Post signage and distribute LBA POH handout for requirements to enter homes that include self-health questionnaire. *Note: The questionnaire is a reminder for visitors to review and answer honestly themselves. It is not turned in, nor is any individual questioned by another.*
- Floor coverings and booties are at the discretion of and provided by the builder
- Be mindful of the number of visitors in a house at one time and remaining concerns for spread of Covid 19.
- Consider establishing one-way paths through the Parade home.

Home/project and company text – A 175-word description of the home or project and a separate 175-word description of the company is to be submitted. Your copy may be edited for grammar and space.

PROJECTS, online receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- a. 3-D Matterport Virtual Tour of the entire project with dollhouse floor plan, up to five (5) push pins (features) and highlight reels (photo filmstrip). *After the first year, hosting of Matterport material is an additional fee, paid directly to the photographer*
- b. Company contact information, logo and link to company website
- c. Builder's photo, headshot
- d. Project and company description (*see above*).

FEATURED PRODUCTS, online receive:

Inclusion in the POH portion of the LBA website for one year that also includes:

- a. Photo of featured product with description, up to 50 words.
- b. Company contact information, logo and link to company website

DUE Fri, July 30, 2021:

- 1) Signed contract with Variance Request Form, if applicable
- 2) Entry fee paid by check in the mail or credit card, online
- 3) Current Certificate of Insurance
- 4) Copy of Building Permit
- 5) Proof of ownership or completed Homeowner Indemnification Form (in-person tour)

DUE Fri, Aug 13, 2021:

- 1) Color photo or rendering of finished home (hi-resolution)
- 2) Home/Project, company, descriptions
- 3) Featured product text
- 4) Written directions to house (in-person tour)
- 5) Company logo (hi res)
- 6) Headshot photo of builder (hi-resolution)
- 7) Authorization for entry to gated community or private road for in-person tours.
- 8) Large Parade sign order (in-person tour)
- 9) Small Directional sign order (in-person tour)



Lakeland Builders Association
1560 Country Club Pkwy • Elkhorn, WI 53121
262-723-2908 • www.lakelandba.com • info@lakelandba.com

2021 PARADE OF HOMES CONTRACT VARIANCE REQUEST

Company _____

Parade Home Address _____

Contact _____ Date _____

Phone _____ Email _____

Check the variance you are requesting:

- 1) _____ **Extended Start Date:** Current regulation states building permit for Parade Home be dated January 1, 2020 or later. Requesting variance for permit issued before January 2020. Building Permit Issue Date _____
- 2) _____ **Parade Home Repeat** Current regulation does not allow a home to be in the Parade of Homes more than once. Requesting variance for home that has been featured in the _____ (year) Parade.
- 3) _____ **Remodeled Home:** Describe original size of home and what was remodeled, percentage of home updated and why home should be in the LBA Parade of Homes. Digital photos recommended with form.
- 4) _____ **Special Consideration.** Please describe:

The Parade of Homes Committee will determine if the home meets the standard held by the LBA Parade of Homes. An inspection may be completed in cooperation with the entrant by July 30, 2021. If a variance is not allowed, the entire entry fee will be returned. **The decision of the POH Committee is final.**

LBA Office Use Only. Recommendation:

Approved by _____ Date _____

**LAKELAND BUILDERS ASSOCIATION
2021 PARADE OF HOMES**

**HOMEOWNER RELEASE AND INDEMNIFICATION AGREEMENT
FOR IN-PERSON EVENT**

THIS RELEASE AND INDEMNIFICATION AGREEMENT ("Agreement"), by and between LAKELAND BUILDERS ASSOCIATION, a nonprofit corporation, organized and existing under the laws of the State of Wisconsin, with its principal place of business located in Elkhorn, Wisconsin ("Lakeland Builders"), and the undersigned BUILDER/PARTICIPANT ("Builder/Participant"), and HOMEOWNER ("Homeowner").

RECITALS

WHEREAS, it is the intention of Lakeland Builders to sponsor the Lakeland Builders Parade of Homes; and

WHEREAS, the undersigned Builder participant has requested participation in the Lakeland Builders Parade of Homes; and

WHEREAS, the undersigned Homeowner is the owner of the Parade Home entered in this year's Lakeland Builders Parade of Homes and built by Builder participant; and

WHEREAS, it is the intention of the parties that any loss or damage sustained by Homeowner as a result of Builder participant's participation in the Lakeland Builders Parade of Homes shall be the responsibility of Builder participant, except liability caused by intentional or reckless acts of Lakeland Builders.

WHEREAS, the Centers for Disease Control and Prevention ("CDC") has stated "COVID-19 is a new disease that may still spread in the United States,"

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants set forth herein, the parties to this Agreement agree as follows:

1. The Recitals set forth above are incorporated herein and specifically made a part of this Agreement.
2. Homeowner does hereby, for themselves, their heirs, successors, and assigns, release and discharge Lakeland Builders from any and all liability, except for liability caused by its intentional or reckless acts, that may arise from its sponsorship of the Parade of Homes, from whatever cause such liability may arise.
3. Homeowner does hereby understand the risk of damage, theft, and injury, and does hereby agree to indemnify and hold harmless Lakeland Builders, its officers, agents and employees, from and against any and all liability, damage, loss, cost, and expense, except for liability caused by its intentional or reckless acts.
4. Homeowner does hereby agree to look solely to Builder/Participant for any and all liability, damage, loss, cost, and expense as a result of participation in the Lakeland Builders Parade of Homes, except for liability caused by Lakeland Builders intentional or reckless acts.

5. All participants acknowledge acceptance and assumption of the risk that COVID-19 may spread, even in ideal conditions. That risk may result from actions or inactions or negligence of anyone participating. By participating, all parties voluntarily agree to assume this risk, waiving any and all claims against the other whether in tort, contract or otherwise, arising out of or related to the disease, including, but not limited to potential exposure or transmission to the virus, and or violation of any state, local, or federal government guidelines, regulations, or laws as it pertains to same.
6. It is understood and agreed by the parties that if any of the provisions hereof should contravene or be invalid under the laws of the State of Wisconsin, or any other state, county, or other municipality with jurisdiction, such contravention or invalidity shall not invalidate the Agreement in entirety, but the Agreement shall thereafter be construed as if not containing the particular provision or provisions held to be invalid, and the rights and obligations of the parties shall be construed and enforced accordingly.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the day and year set opposite their respective names.

LAKELAND BUILDERS ASSOCIATION, INC.:

Dated: _____

By: _____

BUILDER PARTICIPANT:

Dated: _____

By: _____

HOMEOWNER:

Dated: _____

By: _____

PARADE HOME ADDRESS:
