



P.O. Box 1352 • Dubuque, Iowa 52004-1352  
(563) 582-4553 www.dubuquehomebuilders.com • dbqhba115@gmail.com

Dear Builder:

This is an invitation for you to participate in the **2018 Parade of Homes Tour.™** scheduled for **October 13-14 and 20-21, 2018.** Please consider this invitation to showcase your new home construction, as well as previous home construction or significant additions or remodels. All new construction, additions, or remodels will be accepted subject to Parade of Homes Tour™ Committee approval. This is a great opportunity for both you and your subcontractors to market your homebuilding skills and products in the tri-state area!

We will, once again, produce our own Parade Directory and ensure excellent coverage for you, our sponsors and advertisers, and our membership. We will be proud to showcase each builder and their home in our **FULL COLOR, GLOSSY DIRECTORY.** All advertising and articles will be from our members or local in nature.

**The entry fee for a member in good standing is \$1000** per house/unit

All entry fees include a \$500.00 refund, after completion of the parade, and \$500.00 Alliant Energy Trade Show Assistance Dollars (if applicable).

This is a great opportunity to showcase your business! Please join us in bringing an excellent **PARADE OF HOMES TOUR™** to the tri-state area this October!

Sincerely,

*Gerb Smith*

Gerb Smith  
Parade Committee Chairperson

*Julie Kinsella*

Julie Kinsella  
Executive Director

## PARADE DATES

Saturday, October 13 12:00 p.m. – 5:00 p.m.  
Sunday, October 14 12:00 p.m. – 5:00 p.m.

Saturday, October 20 12:00 p.m. – 5:00 p.m.  
Sunday, October 21 12:00 p.m. – 5:00 p.m.

## BENEFITS

- Showcase your home /unit to potential clients/buyers
- Advertising:
  1. Dubuque Homebuilders Parade **FULL COLOR, GLOSSY** Directory to be distributed at parade homes and local businesses/advertisers
  2. Two Parade Ads and Ad Wraps (Sundays) in the Telegraph Herald, on TH website, and other local printed media
  3. Advertisement on our web site
  4. Ad in Dubuque 365 paper bulletin and website
  5. Direct mailers and/or Billboard Advertising
- Parade yard sign
- Directional signs
- Participants will receive ten (10) complimentary tickets (per house / unit) entered.

## ENTRY FEE

The entry fee for a member in good standing is **\$1000 per house/unit**  
(All eligible entry fees include a \$500.00 Rebate. Please see Rebates below.)

**Note: ALL ENTRY FEES ARE NON-REFUNDABLE AND NON-NEGOTIABLE AFTER SEPTEMBER 7, 2018!**

## REBATES

### **1. Rebate from Dubuque Homebuilders:**

To be eligible for the \$500.00 rebate from Dubuque Homebuilders, your home must be completed by the time of the last inspection on **October 5<sup>th</sup>, 2017** and have met all guidelines listed on Page 3. Upon successful completion of the Parade of Homes Tour™ a rebate of \$500.00 will be issued to each participant.

### **2. Rebate from Alliant Energy:**

If you are registered Alliant Energy Participating Builder, you can obtain a rebate through the Alliant Energy Trade Show Assistance Dollars program. This program allows each participant rebates up to \$1,000.00 per year, which may be used for trade show assistance. The Parade of Homes Tour™ is the perfect opportunity to use the Alliant dollars. We highly recommend that you participate in this reimbursement program, if you are not already a member. Registration to participate in the Alliant Trade Show Assistance under the Dealer Network is required, **BEFORE** the Parade. The necessary forms are included in this packet. The process to apply for the rebate from Alliant must be initiated by you after the parade.

#### *a. Program details:*

- 50% reimbursement of entry fee up to \$1000 for trade show assistance in the Alliant Energy service territory.
- Participation must be pre-approved. CALL 1-866-255-4268 or EMAIL: [dealers@alliantenergy.com](mailto:dealers@alliantenergy.com)
- Trade show materials/kit will be provided and must be displayed in the house.
- For reimbursement, submit completed Trade Show Assistance form along with Parade receipt.
- Claims must be submitted within 30 days of trade show conclusion – **before November 13th**.

In the end, by applying for and receiving the rebate from Alliant plus the rebate from the Dubuque Homebuilders, the total end cost to participate in the Parade of Homes is ZERO dollars! What a great deal!!

# **INSPECTIONS**

We have set up some basic inspections to ensure your home will be ready for the 2018 Parade of Homes Tour™. We ask that you do not try to build according to this schedule, but rather start substantially earlier to ensure successful completion of your home. These are the dates that our Board of Directors and Parade of Homes Committee have determined, and your entry will be removed if the criteria are not met. In the event that your home is removed from the Parade, your rebate fee will be forfeited. The Dubuque Homebuilders Board reserves the right to use their discretion regarding this matter.

# **GUIDELINES**

## ***Registration guidelines:***

1. Participation Agreement and Fee due at the time of registration
2. House Description and Subcontractor List due on or before September 7, 2018
3. Copy of general liability insurance

## ***Home/Unit guidelines:***

1. Single, family, or multi-family homes or units, townhomes or condominiums
2. Custom, model, or spec homes allowed.
3. The home or unit is new construction, newer construction, or substantial addition/remodel.
4. **All newer construction, additions, and/or remodels will be accepted subject to committee approval.**

## ***Home Completion guidelines:***

1. The interior of the home or unit must be completed including all trim, cabinetry, flooring, painting, and lighting. It is recommended that the home be furnished and decorated.
2. The exterior of the home or unit must be completed including brick, siding, soffit, roofing, driveway, sidewalks, deck(s), final grade and clear of all debris. It is recommended that landscaping and seed/sod be completed.
3. Parade signs supplied by the DHB&A must be used and may not be altered to assure consistency during the Parade. Participant to display large parade yard sign in the front yard of the parade home facing the street or in the direction of the traffic flow **by October 12th**. Directional signs will also be placed at strategic locations by **October 12th**. Additional directional signs will be available if needed.

## ***Additional Parade guidelines/information:***

1. Each home or unit must be open the entire duration of the listed parade dates and times.
2. Each home or unit must have at least one person on staff at all times to take money, punch tickets, and answer questions; two or three people are recommended.
3. **Home Pictures will be taken September 10-14th**. Pictures will be taken during this time regardless of home appearance. This is the LAST day that we can take pictures for our Directory. Should your home not be in camera ready form, your parade home will not be photographed. If you have a professional or realtor photo that you would like to use on your home page in the magazine, please email a pdf version by September 14 to dbqhba115@gmail.com
4. If you allow a vendor to sell items at your parade home, we respectfully request to please ask that they set up on your property, and have litter containers available to keep your parade home and surrounding neighborhood clean. Alcoholic beverages and smoking are prohibited.

## ***Admission information:***

1. **Tickets are \$7.00 per attendee, including children and all are expected to pay for a ticket.**
2. In the past, we have had several young attendees without tickets; which caused many problems for the participants and other attendees.
3. Please ensure that your designated ticket seller is aware of the implications of not selling a ticket to all visitors. The next parade home as well as the office suffers the fallout.
4. The Parade Committee will post signs at each house stating the entry fee to assist you in collecting the correct ticket cost. Please abide by this to keep all houses consistent.
5. Delivery of yard signs, directional signs, thank you signs, punch tickets, money pouches, petty cash, balance sheets, and Parade Directories will be **delivered Thursday, October 11<sup>th</sup> and October 18<sup>th</sup>**.

## **DEADLINES AND OTHER INFORMATION**

- August 1** Participation Agreement and Entry Fee due
- August 21** **First Home Inspection (Drive-By and first pictures taken)**  
Home or unit must have the following completed:  
a) Shingles installed
- September 5** **Second Home Inspection (Meet with Parade Committee)**  
Home or unit must have the following completed:  
a) Siding on  
b) Drywall hung
- September 1** Home Descriptions and Subcontractors List due to Dubuque Homebuilders
- September 7** **LAST DAY TO PULL FROM PARADE; PARTIAL REFUND ONLY**
- September 12** **Third Home Inspection (Meet with Parade Committee)**
- September 10-14** Front of Home completed and ready for Home Photo
- September 17** **FINAL DAY FOR HOME PICTURES**  
**Note:** Pictures will be taken on this day regardless of home appearance. This is the *LAST* day that we can take pictures for our directory. Should your home not be in camera ready form, your home photo will not be photographed. No photo touchup is available so please keep this important date in mind
- September 20** Builder pages FINAL approval
- October 7, 14** Parade Ads in Telegraph Herald
- October 5** **Fourth and FINAL Home Inspection (Meet with Parade Committee)**  
Home must be COMPLETE! See Home Completion guidelines page 3
- NOTE: HOME/UNIT MUST BE COMPLETED AT THIS TIME TO BE ELGIBLE FOR THE \$500.00 REBATE!**
- October 12** Delivery of yard signs, directional signs, thank you signs, punch tickets, money pouches, petty cash, balance sheets, and Parade Directories
- October 12** All signs posted
- October 14** First Weekend Money Pick Up 4-5:00pm at Parade Home
- October 21** Second Weekend Money Pick Up / All Parade Supplies 4-5:00pm at Parade Home



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# 2018 Parade of Homes Tour™ Participation Agreement

*(Please print your information as you would like it listed in all advertising)*

Business Name \_\_\_\_\_

Member Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Parade Home/Unit Address(es) \_\_\_\_\_

I agree to the sponsorship of \_\_\_\_\_ home(s) / unit(s) at the entry fee(s) of \$\_\_\_\_\_ as described in this agreement for the 2018 Parade of Homes Tour™ presented by the Dubuque Homebuilders & Associates (DHB&A).

I agree to indemnify and hold harmless Dubuque Homebuilders and Associates from any and all liabilities of causes of action, including costs and fees, as a result of the Parade of Homes Tour™ sponsored by Dubuque Homebuilders and Associates.

I agree that Dubuque Homebuilders and Associates reserve the right to amend or modify this document up to and including **October 13, 2018**.

I also agree to have Dubuque Homebuilders and Associates named as an additional insured on their liability policy in effect for property in the "Parade of Homes Tour™."

I have read the **BENEFITS / ENTRY FEE / GUIDELINES / DEADLINES** and agree to the following rules and guidelines established by the Dubuque Homebuilders & Associates Parade of Homes Tour™ Committee and Board of Directors:

Signature \_\_\_\_\_ Date \_\_\_\_\_

(OFFICE USE ONLY)	
_____ Entry #	_____ Fee and Agreement
_____ Date Received	_____ House Description
_____ Check amount	_____ Subcontractor List
_____ Check #	