

One weekend...
thousands of
homebuyers!

March 23, 24, & 25

Parade of Homes Registration Kit

Held in conjunction with the Lowcountry Home & Garden Show, the Parade of Homes Tour is the most effective way for local builders and communities to directly target and showcase their homes to thousands of consumers who are actively improving their homes or shopping for a new one.



BE A PART...

Of the most anticipated home tour in the Lowcountry and take the guesswork out of where your marketing dollars should be spent. The annual Parade of Homes Tour brings customers directly to you. It provides the opportunity to showcase your craftsmanship and engage directly with your target audience – homeowners who are ready to buy or build a home! Unlike most advertising mediums, the Parade of Homes Tour enables potential clients to touch, see and get a 360 degree perspective of the homes you build. For more than 15 years, dozens of builders and communities have invested in this can't miss event. Here is what some of those companies had to say:

"We annually participate as a community in the Parade of Homes and it has been very beneficial to Hampton Lake and our individual builder partners. We host our own Open Houses during the year, but the traffic added by the Parade is extremely apparent in our model homes, amenity center, restaurant, and throughout the entire community. The quality of the traffic is also a key factor in our continued participation in this year's – and all future – Parade of Homes."

*Kristen Lee
Hampton Lake*

"Participation in the Parade of Homes over the past years has provided our company the advantage of having our work viewed by literally thousands of people and has resulted in several new contracts for custom homes. It's a win/win for the prospective home buyer and builder!"

*Patricia Strimpfel
Reclamation By Design, Ltd.*

"We have always had a great turnout and received some really good leads by participating in the Parade of Homes Tour. After placing our Hampton Lake model on the tour, we received several contracts from leads of people who went through our model. The Parade even led to the sale one of our clients' homes! The Parade of Homes is a wonderful way to showcase your work and get prospective clients."

*Randy Jeffcoat
Randy Jeffcoat Builders*

Parade of Homes Overview



March 23-25, 2012

Held in conjunction with the Lowcountry Home & Garden Show, the Parade of Homes Tour is the most effective way for local builders and communities to directly target and showcase their homes to thousands of consumers who are actively improving their homes or shopping for a new one.

TOUR SCHEDULE:

| | |
|--------------------|---------------|
| Friday, March 23 | 10 am to 4 pm |
| Saturday, March 24 | 10 am to 4 pm |
| Sunday, March 25 | 12 pm to 4 pm |

DEADLINE TO REGISTER TOUR HOME:

February 20, 2012

*Some gated communities may require participation notice prior to deadline.

PARADE OF HOMES TOUR GUIDE & MARKETING:

More than 5,000 copies of the 2012 Parade of Home Tour Guide, featuring tour homes, maps, directions and more will be distributed throughout the Lowcountry and at the 2012 Lowcountry Home & Garden Show.

A full scale media campaign, including newspaper, television, radio, magazine print and internet advertising, will provide details about tour and where public can locate tour guides.

Tour Home Registration Packages:

CUSTOM BUILDER & REMODELER PACKAGE:

- 1/3 page color listing in Parade of Homes Tour Guide
- QR Barcode included in 1/3 page listing (enables enhanced smart phone touring)
- Listing on Parade of Homes Tour website with QR Code
- Parade of Homes Tour signage & guest book

RATE: \$500 per tour home

COMMUNITY & DEVELOPER PACKAGE:

- 1/3 page color community listing in Parade of Homes Tour Guide
- Full page color community advertisement in Parade of Homes Tour Guide
- QR Barcode included in 1/3 page listing (enables enhanced smart phone touring)
- Listing on Parade of Homes Tour website with QR Code
- Parade of Homes Tour signage & guest book

RATE: \$1,500 per community

ADDITIONAL MARKETING OPPORTUNITIES:

Lowcountry Home & Garden Show Builder Display Board

Single 20" x 30" Display Board\$225

Double 40" x 30" Display Board\$325

*Rates show above based on Parade participation

Color Ad in Parade of Homes Tour Guide

Full Page\$700

Half Page\$400

Quarter Page\$225

Business Card\$80

Ad Flyer Reprints (500 quantity).....\$700

Web Ad on Parade of Homes Tour Website\$400

Show Contacts:

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Builders Association
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Hilton Head Island, SC 29925

Physical Address:
Hilton Head Area Home
Builders Association
386 Spanish Wells Road
Suite C-1
Hilton Head Island, SC 29926
www.hhahba.com

**All homes promoted as part of the 2012 Parade of Homes Tour must be built by a current member of the Hilton Head Area Home Builders Association. Builder must obtain community approval prior to registering tour homes located within a gated community.*

Parade of Homes Registration



March 23-25, 2012

BUILDER/COMMUNITY INFORMATION:

Company Name _____
Contact Person _____ Contact Cell _____
Office Phone _____ Email _____
Address _____

PARADE OF HOMES TOUR:

CUSTOM BUILDER & REMODELER PACKAGE
\$500 Per Tour Home Number of Homes _____ \$ _____
 COMMUNITY & DEVELOPER PACKAGE
\$1500 Per Community Number of Communities _____ \$ _____

**All homes promoted as part of the 2012 Parade of Homes Tour must be built by a current member of the Hilton Head Area Home Builders Association. Builder must obtain community approval prior to registering tour homes located within a gated community.*

ADDITIONAL MARKETING OPPORTUNITIES:

Lowcountry Home & Garden Show Builder Display Board
\$225 Per Single 20" x 30" Display Board \$ _____
\$325 Per Double 40" x 30" Display Board \$ _____
**Rates shown are based on Parade participation.*

Color Ad in Parade of Homes Tour Guide

| | | |
|--|--------|----------|
| <input type="checkbox"/> Full Page | \$ 700 | \$ _____ |
| <input type="checkbox"/> Half Page | \$ 400 | \$ _____ |
| <input type="checkbox"/> Quarter Page | \$ 225 | \$ _____ |
| <input type="checkbox"/> Business Card | \$ 80 | \$ _____ |

Ad Flyer Reprints (500 Quantity) \$700 \$ _____
 Web Ad on 2012 Parade of Homes Tour Website \$400 \$ _____

| | |
|--------------|----------|
| TOTAL | \$ _____ |
|--------------|----------|

PAYMENT:

Payment enclosed (check payable to HHAHBA) Amount \$ _____

Please charge my: Visa MasterCard AMEX

Card Number _____ Exp. Date _____ CCV # _____

Name on Card _____

Billing Address, City, State, Zip _____

FAX COMPLETED FORM TO 843.689.5780

Parade of Homes Entry Profile

Please submit the following profile information for EACH home being registered into the 2012 Parade of Homes.



March 23-25, 2012

Builder Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Community/Plantation Where Home is Located: _____

Home Address: _____

Home City: _____

Number of Bedrooms: _____ Number of Baths: _____

Square Footage: _____

Listing Price (if applicable): _____

Model Name (if applicable): _____

Representative(s) Overseeing Home during Parade of Homes Tour: _____

Cell Phone Number for Representative(s): _____

Directions to Home from Hwy 278: _____

All entries within gated communities must be verified by the builder no later than January 31, 2012 to assure community will allow public entrance to home during parade dates. No refunds will be provided in the event that a community denies participation after publication of the Parade of Home Tour Guide has occurred.