



Parade of Homes Entry Information 2024

HBA Team Contact Information

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Parade of Homes Chairs

- Ross Britton, US Ecologic
- Debbie Horridge, First American Title

Official Parade of Homes™ Dates & Hours

Weekend 1	Weekend 2	Parade Hours
Friday, December 6, 2024 *Realtor Day	Friday, December 13, 2024 *Realtor Day	12pm – 8pm
Saturday, December 7, 2024	Saturday, December 14, 2024	10am – 6pm
Sunday, December 8, 2024	Sunday, December 15, 2024	10am – 6pm

Key Dates for Participants

- Wed, July 3rd Parade of Homes home/project submissions are open for entry.
Parade of Homes Sponsorships are open for purchase.
- Mon, Jul 29th Parade of Homes submissions are closed.
Parade of Homes Selection Committee chooses homes/projects for the 2024 Parade showcase.
- Fri, Aug 9th Parade of Homes selected will be announced.
- Fri, Aug 30th Builder agreements to be signed.
Parade entry fees are due.
- Thu, Sep 5th Parade of Homes Kick-off Meeting (in-person)
All marketing materials from builders due to the HBA.
- Thu, Sep 19th Parade of Homes Call



Key Dates for Participants - Continued

Thu, Oct 3 rd	Parade of Homes Meeting (in-person)	
Thu, Oct 17 th	Parade of Homes Call	
Thu, Nov 7 th	Parade of Homes Meeting (in-person) Proof of Insurance documentation due.	
Thu, Nov 14 th	Parade of Homes Call	
Thu, Nov 21 st	Final Parade of Homes Meeting (in-person)	
Wed, Dec 4 th	Final home/project walk-through. Newly built homes must have a certificate of occupancy. Judging occurs for the Parade of Homes Awards.	
Fri, Dec 6 th	11:00 AM	All staff and volunteers arrive
	12:00 PM	Parade of Homes Opens
	8:00 PM	Parade of Homes Closes
Sat, Dec 7 th	9:00 AM	All staff and volunteers arrive
	10:00 AM	Parade of Homes Opens
	6:00 PM	Parade of Homes Closes
Sun, Dec 7 th	9:00 AM	All staff and volunteers arrive
	10:00 AM	Parade of Homes Opens
	6:00 PM	Parade of Homes Closes
Wed, Dec 11 th	Parade of Home VIP Reception & Awards Celebration, 5pm – 8pm, Location TBD	
Fri, Dec 13 th	11:00 AM	All staff and volunteers arrive
	12:00 PM	Parade of Homes Opens
	8:00 PM	Parade of Homes Closes
Sat, Dec 14 th	9:00 AM	All staff and volunteers arrive
	10:00 AM	Parade of Homes Opens
	6:00 PM	Parade of Homes Closes
Sun, Dec 15 th	9:00 AM	All staff and volunteers arrive
	10:00 AM	Parade of Homes Opens
	6:00 PM	Parade of Homes Closes

*September – December Parade of Homes marketing campaign: social media channels, print, radio and television.

*Dates subject to change.



Cost to Participate in the Parade of Homes

Should your project/community be selected by the Parade of Homes Selection Committee, the following fee structure will apply:

- **Home – Standard:** \$1,750 (home more than 1,200 sf, full build-out from the ground up)
- **Home – Small:** \$950 (home less than 1,200 sf, full build-out from the ground up)
- **Remodel Project – Full:** \$1,750 (80% or more of the home has been remodeled)
- **Remodel Project – Partial:** \$950 (specific rooms remodeled)
- **Model Home Stop** – Single Home in a Master Planned Community: \$950
- **Developer Package** – 4 Model Home Stops in a Master Planned Community: \$3,350
- **Additional Home/Remodel Project:** \$750

Members will be invoiced in August. All entry fees must be paid by August 30th. If entries are not paid by the deadline, the project may be pulled from the Parade of Homes.

Parade of Homes™ Official Event Tickets

Builders in the Parade of Homes™ will receive complimentary event tickets for family, friends and clients.

Tickets for the Event per Home/Project Entry:

- Ten (10) Parade of Homes tickets FREE of charge per home/project entry.
- Volunteers, staff, or featured vendors will receive a complimentary ticket for working during the event.

Parade of Homes ticket prices are \$25.00 per person. Tickets will be electronic and available to purchase throughout the event. Early bird discounted tickets may be available.

VIP Reception

The VIP Party will kick off the 61st Annual Parade of Homes™ with live music, food, drinks and gorgeous hill country scenery. Builders in the Parade of Homes™ will receive complimentary tickets for the VIP Reception for family, friends and clients.

- Five (5) VIP Reception tickets FREE of charge per home/project entry.
- VIP Reception tickets are \$65 per person.

Marketing & PR Benefits

Multi-faceted marketing and communications approach featuring all builders and projects prior and during the Parade of Homes. All participants will receive a media & PR summary of marketing impacts.

Featured builders in the Parade of Homes will receive at no additional cost:

- Full-page Ad in the Parade of Homes Magazine
- Dedicated Meet the Builder page on the Parade of Homes Website
- Featured in multiple e-blasts, social media ads, etc.
- Featured in printed advertisements



Attendance & Marketing Data

2024 Goal for Total Attendees: 3,250

(NOTE: 2-Weekend Parade and based on attendance from previous Parades)

Parade of Homes 2017 Rough Hollow

Attendance Stats (3-Weekend Parade)

- Total Attendees: 8,027
(603 complimentary/realtor tickets)

Average Attendance by Day of Week

- Fridays: 420
- Saturdays: 882
- Sundays: 831

Average per Parade Weekend: 2,133

Marketing Channels → 13 million + Impressions

- **Print:** POH Magazine, Statesman, ABJ, Community Impact, Houston Business Journal, Waterways, Haute Finds ATX
- **Digital:** Statesman, AdRoll, Culture Map Austin & Houston, Google AdWords, ABJ
- **Radio:** KASE 101, Magic 95.5, Bob FM, Mix 94, KUTX
- **Social Media:** Facebook
- **Outdoor:** COA Street Banners
- **TV:** KVUE, KXAN, FOX, Studio 512 on KXAN

Parade of Homes 2018 Travisso

Website Data

- Number of Sessions: 2,134
- Pageviews: 5,279
- Average Session Duration: 2:13 minutes
- Pages viewed per session: 2.47

Attendance Stats (3-Weekend Parade)

- Total Attendees: 5,894
(810 complimentary/realtor tickets)

Average Attendance by Day of Week

- Fridays: 334
- Saturdays: 605
- Sundays: 645

Average per Parade Weekend: 1,584

Parade of Homes App Analytics

- Number of Sessions: 452
- Screen Views: 1,707
- Average Session Length: 3:23 minutes
- Screens viewed per session: 3.78

POH Apps Most Clicked Screens

- Tickets
- Magazine
- Meet the Builders
- Homes Resource Guide
- Special Guests
- Partners

Parade of Homes 2020 The Reserve at Lake Travis (virtual parade)

Website Data

- Number of Sessions: 27,228
- Pageviews: 64,923
- Average Session Duration: 2.45 minutes
- Average Views of Builder's Page: 5,350
- Total Views Video Tours w/ Builder: 5,692
- Total Views of 3D Tours: 5,763

Paid Ads

- Google Ads: 10,238 clicks
- Facebook Ads: 8,275 clicks



Responsibilities of Builder/Developers: Participating in the Parade of Homes

1. Maintain and provide Liability insurance on the Entry and lot of at least \$1,000,000.00 during the term of the Parade of Homes™.
2. Marketing materials: High resolution logo, professional photos or rendering of entry.
3. At least one representative from the Builder's company must be onsite at all times during the event hours.
4. Provide an adequate number of volunteers/staff to help direct people through the homes.
5. If homes are occupied, builder must:
 - a. provide volunteers to monitor each room;
 - b. perform a owner/builder walk-through and checklist to the HBA;
 - c. house the owner/residents in an alternate location.
6. A table and tent for attendee check-in.
7. Homes must be staged by the builder if unoccupied.
8. Cleaning crew to clean the home prior to the start of week 1 and week 2.
9. Provide a list of all vendors of the Parade of Homes entry.
10. Comply with the Parade of Homes Branding Guideline.

Responsibilities of the HBA

1. Plan, coordinate and execute the Parade of Homes event.
2. Recruit and coordinate additional volunteers for site check-in.
3. Directional signage and traffic cones at each site.
4. Develop and execute a comprehensive marketing campaign to include social media channels, radio, TV, and print.
 - a. Responsible for selecting, contracting and payment of all marketing
5. Create and manage the Parade of Homes Mobile App
6. Provide all builder and sponsor signage.
7. Coordinate and communicate to builders and volunteers updates about the Parade of Homes
8. Provide attendance and marketing data to all participants following the Parade.



FAQs and Additional Details:

Can I give out food (aka cookies, pop, etc.) in my home?

No! Not even your mother's famous homemade cookies! (I mean it).

You are not a caterer. Neither is HBA.

This is an open-to-the public event that has strict regulations as to how food and drink must be distributed. We do not have a license to provide food or beverage outside of what is provided both with caterers and bar tenders at the VIP Party. These companies have food permits, catering licenses and are TABC Certified to allow them to provide food for our attendees.

The only food allowed to be distributed is commercially pre-packaged food or candy (aka mints in individual wrappers, or cookies in individual wrappers from Russell's Bakery).

Snacks must be approved by the HBA.

If I have a private party, who needs to know?

HBA needs to be made aware of all special events and private parties going on during Parade dates and will have final approval.

Are shoe covers required?

Yes, the HBA will provide shoe covers or attendees may wear socks. Additional shoe covers will be located at the ticket booth.

Are the restrooms open at the home?

No, attendees are not allowed to use the restrooms inside the home during the Parade hours.

Can I have my contractor or vendor exhibit or pass out flyers at my home during the Parade?

Please have your vendors contact the HBA. All vendors must be a HBA member in good standing and may need to consider sponsorships in order to promote their companies during the Parade.

Special Promotions, events:

Realtor Days Friday, December 6th & 13th

Both Friday's of Parade are REALTOR DAYS, when any realtor who provides a business card, will receive free admission.

Misc, extra bonus information:

Staff will be providing you with weekly updates leading up to the event, and daily traffic statistics during the event.