

The Building Industry Association
invites you to bring the
success of the Parade
home to your Neighborhood



June 12~20, 2010

Benefits of being a "Featured Neighborhood"

- ➔ A large, upscale sign at the entrance to your subdivision, designating it as a "Featured Neighborhood" of the 2010 Parade of Homes. Your sign will be ordered once your entry fee has been paid.
- ➔ Your neighborhood will be the subject of all publicity efforts prior to and during the Parade. Featured Neighborhood homes will be given preference for publicity when possible.
- ➔ Each Featured Neighborhood will receive a Half Page Color section in the popular Parade of Homes Guide which will be distributed in the Northwest Florida Daily News on Sunday June 6th, 2010.
- ➔ Featured Neighborhoods will be included on billboards and in print, radio, TV, magazine and internet advertising as space allows.
- ➔ Featured Neighborhoods are licensed to use the phrase "A Featured Neighborhood of the 2010 Parade of Homes" in all advertising.
- ➔ Each Featured Neighborhood will select its own date for an exclusive "Twilight Tour" during the Parade and it will be promoted in Parade advertising.

Cost: \$2,500 per neighborhood + \$250 Refundable Sign Deposit

All signs must be returned by July 6th or deposit is forfeited.

Check should be payable to: BIA. We do accept Visa, MasterCard,
Discovery and American Express. To charge, call the BIA office at (850) 863-5107.

Neighborhood: _____

Address of Neighborhood: _____

Entering Company : _____ **Phone:** _____

Authorized Signature: _____ **Date:** _____

Contact: _____ **Email:** _____

Featured Neighborhoods --- please provide the BIA office with these promotional materials as soon as possible:
Copy for Parade Guide (No more than 125 words - include amenities/features), photo of development (model home or entrance sign), logo for development, contact phone number, address, website, and SHORT driving directions. Also, provide a map (yahoo, mapquest, etc) showing your development.