



2010 Tour of Homes
Weekends, July 11 & 12 and 18 & 19
1 - 5 pm
Wednesday, July 15
6 - 8 pm

Dear West Bend Area Builders Association Builder Members:

The Tour of Homes Committee is proud to announce the 40th Annual Tour of Homes. This year the WBBA will be endorsing a local paper to design and distribute more than 75,000 copies of the "Official Tour of Homes Guidebook". A copy of the 2009 Guidebook is included in this registration packet so you can see the quality and integrity of the event marketing piece. This Guidebook is designed to be retained by the consumer as a home building / home buying resource in addition to promoting the Tour of Homes. The Guidebook will include consumer interest articles, a WBBA membership listing as well as information on each Model /Builder with a detailed neighborhood map.

This is an excellent opportunity for the local Home Builders and Subcontractors to reach a multitude of consumers. Members should consider taking advantage of this excellent opportunity to meet future clients.

Model Homes may be single family, duplex, condominium or multi-family homes, or a large scale remodeling project. This event is open to Non-Member Builder companies for an increased entry fee.

Included in this packet:

1. Welcome Letter
2. Sponsorship Information
3. Participant Agreement
4. Model Information
5. Sponsorship Application
6. Payment Recap

Thank you for your interest in the West Bend Builders Association's Tour of Homes.

Regards,

Susan Tupper
Executive Director

2010



Tour of Homes Dates

**July 10,11,14,17
and 18, 2010**

**BENEFITS
INCLUDE:**

**\$7,000.00
VALUE!**

**FIRST COME
FIRST SERVED
BASIS**

Tour of Homes Sponsorships

- Premium Model Placement in Guidebook and complimentary entry of one Model Home.
- Name inclusion & logo on all event media as “sponsored by”
- Logo inclusion on **Billboard** on Hwy 45 , 48,000 + viewings per day **(Exclusive Sponsor Only) for 30 days**
- **Tour of Homes Guide Book** : Front Cover Photo with Logo and Sponsor Name (75,000+ copies distributed)
- Logo and Sponsor Name inclusion on July 4, 2010 **the newspaper** (45,000+ copies distributed)
- Radio Advertising: Sponsor recognition on all ads
- Company logo on all Tour of Homes Entry Tickets
- 20 Complimentary Tour of Homes entry tickets
- Logo on all Ticket Outlet Signage
- Link from the WBBA Tour of Homes Website Page to sponsoring company page
- Two months of free Building Times Newsletter inserts (8.5 x 11” supplied by sponsor)
- One set of WBBA labels of entire membership
- Newsletter recognition each month with a logo
- **½ Page Black and White ad in Tour Guide Book**
- **½ Page Feature Article in Tour Guide Book**

Silver Co-Sponsorship price (max. of 2) \$1,000.00

Exclusive Gold Sponsorship price \$2,000.00

Additional Sponsorships

Map Sponsor - \$500.00 company logo on all signage during event at each model and company info on Broad Area Map in Event Guide. 10 complimentary tickets

All sponsorships include website link & logo on Tour of Homes Webpage, inclusion of logo in all media ads, logo inclusion in newsletter and event signage.

REGISTRATION AND PAYMENT DUE Friday, May 22, 2010

2010 Tour of Homes Participant Agreement

1530 Corporate Center Drive #2, West Bend, WI 53095
Phone: 262.334.5552 Website: Info@westbendbuilders.com

In accordance with Tour of Homes policy, all participants in the 2010 Tour of Homes sponsored by the West Bend Area Builders Association must submit a signed "Participant Agreement" prior to commencement of event. Failure to submit signed "Participant Agreement" will result in exclusion from the event. This agreement will allow the Tour of Homes Committee to sustain the event's integrity and appeal. It truly is for the common good of the event and the Association. All participants are required to adhere to guidelines listed below:

1. **Member Registration fee is \$525.00 for the first model and \$450.00 for second model and \$350.00 for each additional model thereafter. Payment is due at time of registration.**
2. All properties in the event must be open during show hours. Failure to have property open during posted event hours will result in possible disciplinary action and/or removal from future Tour of Homes events.
3. All participants must be a member in good standing.
4. All properties must have an **Adult** company representative on site during all event hours.
5. All properties must be at final grade with a clear path to the house.
6. Property may not be part of a "gated community" or "group of models". Entries must be a single property on a single parcel. Condominium properties may be part of a two unit property only.
7. All properties will display WBBA information supplied by Association during show hours in a central location of the property (i.e. kitchen or family room area – no bathrooms or areas unavailable to the public)
8. All members will adhere to fair and moral standards of sale
9. Entry fees will be paid in full by indicated due date. Damage to yard sign will result in a sign replacement fee of \$300.00 at the discretion of the Tour of Homes Committee.
10. Participants will work in mutual cooperation with other members, media and the West Bend Area Builders Association as so directed.
11. **Property will be at grade, free of debris for Guidebook pictures by June 11th**

Company Name: _____

Contact Person: _____

Signature: _____ Date: _____

By signing this "Participant Agreement", the above named company and/or individual agree to follow above mentioned guidelines.

Registration & payment due by May 21, 2010

Model Information Form

(Complete one form per home, copy form as needed)

****Please submit a business card or logo sample in PDF* format with Form****

Company Name	
Contact Person/Cell Number During Event	
Phone #	
Email Address & Website Address	
Street Address of Model (include City)	
Type of Home	
For Photos-Circle One	Direction that Front of Homes Faces: North South East West <u>Please Note:</u> <u>Photos will be taken June 11, 2010 – fee's for editing will apply</u>
Square Footage	
# of Bedrooms	
# of Bathrooms	
Other Amenities (Limited to 7 items)	
Driving Directions to Home (from Hwy 45)	
Attach Floor Plan of Home	*no larger than 8.5 x 11", no creases or folds in hard copy form* Can email floor plan to WBBA in a PDF* format.
Please list subcontractor's that worked on this model	

West Bend Area Builders Association
1530 Corporate Center Drive #2
West Bend, WI 53095
info@westbendbuilders.com

2010 Tour of Homes Sponsorship Registration Form
Sponsorship Delegation Due May 28, 2010

Company Name	
Mailing Address	
Phone #	
Contact Person	
Email Address	
Website Address	

Sponsorship Level

Sponsorship Level	Contribution	Please check
Gold Sponsor – Exclusive	\$2,000.00	
Silver Sponsor – (2 available)	\$1,000.00 each	
Map Sponsor	\$500.00	

Mail Payments to:

West Bend Area Builders Association (WBBA)
15660 Corporate Center Drive #2
West Bend, WI 53095

info@westbendbuilders.com

ALL SPONSORSHIPS ARE ON A FIRST COME FIRST SERVE BASIS

Tour of Homes 2010 Payment Agreement

Builder Member and Non-member Pricing:

First Model fee	\$525.00
Non Member - First Model fee	\$625.00
Second Model fee	\$450.00
Non Member - Second Model fee	\$550.00
Third or more Model fee	\$350.00
Non Member - Third or more Model fee	\$450.00
Multiple Model Site fee	\$725+model fee
Builder Model Fee Total	\$

Sponsorships

Sponsorship Level	Contribution	Amount
Gold Sponsor – Exclusive	\$2,000.00	
Silver Sponsor – (2 available)	\$1,000.00 each	
Map Sponsor	\$500.00	

TOTAL DUE	\$
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Company Name:	
Mailing Address:	
City, State, Zip	
Office Phone:	Contact Person:

Method of Payment: Check Cash

Mail To: WBBA, 1530 Corporate Center Drive #2, West Bend, WI 53095