## 

HANCOCK COUNTY 2020 PARADE OF HOMES  
Saturday, April 18th from 11am – 5pm

**Dear Builders, Brokers and Realtors:**

This is an invitation for you to participate in the 2020 Parade of Homes Tour scheduled for Saturday, April 18 from 11am – 5pm at participating homes throughout Hancock County. Please consider this invitation to showcase residential homes, townhouses and condominiums. All new construction, additions, or remodels will be accepted subject to Parade of Homes Tour Committee approval. Existing homes on the market will be determined by participating brokers. This is a great opportunity for both you and building subcontractors to market our inventory and the homebuilding skills and products of builders and subcontractors in the Gulf Coast area.

We are planning to market this event through a regional media buy and Mississippi publicity channels including social media sources the Chamber manages. We also plan to produce an on-line and printed Parade Directory. All of this will ensure excellent coverage for you, our sponsors and advertisers, and our membership. All advertising and articles will be from our members or local in nature. Please take a look at the fact sheet attached that provides all of the information you need to become a part of this important event for our businesses.

This is a great opportunity to showcase your business not only during this event but also year-round through the many marketing benefits the Chamber offers our members. Please join us to bring an excellent PARADE OF HOMES TOUR to the Hancock County area this April!

**RELOCATION COMMITTEE**

**HANCOCK CHAMBER OF COMMERCE**Regan Kane, Co-Chair, Parade Committee, John McDonald Realty  
Janice Guido, Co-Chair, Parade Committee, Bay Life Gifts  
Randy Ellis, Pilger Title and ECO Constructions  
Myrna Green, Hancock County Tourism  
Rachel Huskins, Hancock Whitney Bank  
Marcus Ladner, Farm Bureau  
Jackie Miller, Coldwell Banker Alfonso Realty  
Anne Pitre, Hancock Chamber  
Brittany Sliga, Elliott Homes  
Michele Smothers, HL Raymond Properties  
Laura Stinson, Delmar Mortgage  
Aissa Wiggins, ABR, John McDonald Realty  
Tish Williams, Hancock Chamber

100 South Beach Boulevard, Suite A, Bay St. Louis, MS 39520  
228-467-9048 / hancockchamber.org / [tish@hancockchamber.org](mailto:tish@hancockchamber.org)



**PARADE OF HOMES TOUR – 2020 SPONSORSHIPS  
Saturday, April 18th from 11am – 5pm**

### **Platinum Sponsor: $ 1,000 (Fee for Chamber Members) $1,320 (Chamber Prospects\*)**

* Builders/Brokers/Realtors at this level may showcase up to six homes
* Only those who sponsor have the opportunity to partner with participating builders, brokers and realtors
* Company logo included on all promotional materials
* Company name mentioned in all regional advertisements (two week buy April 1-13)
* Company name and logo included in all printed ads and press releases (Sea Coast Echo, Sun Herald, Times Picayune).
* Company logo included on front cover of the Parade of Homes Tour Directory Cover—printed and on line. Distribution at four visitor centers, participating homes, builders and realtors
* Company logo, bio and ad included on Tour of Homes landing page on hancockmsmyhome.com
* Company logo included on the Parade Indoor Thank You Signs at Homes
* Company logo included on the Parade of Homes Tour Event Tickets
* People touring homes will have the chance to win “New Homeowner Package” valued @ $2,500
* Opportunity to serve as a member of the relocation committee

### **Gold Sponsor: $750 (Fee for Chamber Members) $1,070 (Chamber Prospects\*)**

* Builders/Brokers/Realtors at this level may showcase up to four homes
* Only those who sponsor have the opportunity to partner with participating builders, brokers and realtors
* Company name and logo included in all printed ads and press releases (Sea Coast Echo, Sun Herald, Times Picayune)
* Company logo included in Parade of Homes Tour Directory Cover—printed and on line. Distribution at four visitor centers, participating homes, builders and realtors
* Company logo and bio included on Tour of Homes landing page on hancockmsmyhome.com
* Company logo included on the Parade Indoor Thank You Signs at Homes
* People touring homes will have the chance to win New Homeowner Package” valued @ $2,500
* Opportunity to serve as a member of the relocation committee

### **Silver Sponsor $500 (Fee for Chamber Members) $820 (Chamber Prospects\*)**

* Builders/Brokers/Realtors at this level may showcase up to three homes
* Only those who sponsor have the opportunity to partner with participating builders, brokers and realtors
* Company name and logo included in all printed ads and press releases (Sea Coast Echo, Sun Herald, Times Picayune)
* Company logo included in Parade of Homes Tour Directory Cover—printed and on line. Distribution at four visitor centers, participating homes, builders and realtors
* Company logo included on Tour of Homes landing page on hancockmsmyhome.com
* Company logo included on the Parade Indoor Thank You Signs at Homes
* People touring homes will have the chance to win “New Homeowner Package” valued at $2,500
* Opportunity to serve as a member of the relocation committee

### **Bronze Sponsor $250 (Fee for Chamber Members) $570 (Chamber Prospects\*)**

* Builders/Brokers/Realtors at this level may showcase one home
* All other sponsors have the opportunity to partner with participating builders, brokers and realtors
* Company name and logo included in all printed ads and press releases (Sea Coast Echo, Sun Herald, Times Picayune)
* Company logo included in Parade of Homes Tour Directory Cover—printed and on line. Distribution at four visitor centers, participating homes, builders and realtors
* Company logo included on Tour of Homes landing page on two websites: hancockchamber.org and hancockmsmyhome.com
* Company logo included on the Parade Indoor Thank You Signs at Homes
* People touring homes will have the chance to win “New Homeowner Package” valued at $2,500
* Opportunity to serve as a member of the relocation committee

**\*Fee includes one year membership at the $320 investment level with the Hancock Chamber of Commerce.**



2020 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 Addresses)  
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6.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I agree to the sponsorship of home(s) / unit(s) at the entry fee(s) of $\_ as described in this agreement for the 2020 Parade of Homes Tour presented by the Relocation Committee of the Hancock Chamber of Commerce. (I understand if I am not a member in good standing with the Hancock Chamber, I will participate as a member prospect and this fee entitles me to one year membership in the Chamber in addition to participation in this promotion.) I agree to indemnify and hold harmless the Hancock County Chamber of Commerce, staff, board and volunteers from any and all liabilities of causes of action, including costs and fees, as a result of the Parade of Homes Tour sponsored by the Hancock County Chamber of Commerce. I agree that the Hancock County Chamber of Commerce reserves the right to amend or modify this document up to and including April 18, 2020. I also agree to have the Hancock Chamber of Commerce named as an additional insured on my liability policy in effect for property in the “Parade of Homes Tour.” I have read the SPONSORSHIP PACKAGES / FACT SHEETS / GUIDELINES / DEADLINES and agree to the following rules and guidelines established by the Hancock County Chamber of Commerce Relocation Committee for the Parade of Homes Tour.

Signature Date

**Payment Method by February 28, 2020:**

* *I would like to pay on line at hancockmsmyhome.com using my credit card and will not need to use this form.*
* *Enclosed is my check made payable to Hancock County Chamber of Commerce.*
* *Please charge my credit card as follows:*  *Visa*  *MasterCard*

###### Card #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Amount $\_\_\_\_\_\_\_\_\_\_\_Exp. Date\_\_\_\_\_\_\_\_\_ Security Code\_\_\_\_\_\_\_

Name on Card*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

Billing Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State\_\_\_\_\_\_\_\_\_Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Phone:** 228-467-9048 **Mail:** 100 S. Beach Blvd. Ste. A, Bay St. Louis, MS 39520

**For more information -** [**sally@hancockchamber.org**](mailto:sally@hancockchamber.org) **/ hancockchamber.org**

**All fees are non-refundable. No rain date. Tour will proceed rain or shine.**

2020 PARADE OF HOMES

GUIDELINES/DEADLINE DATES TO SHOWCASE HOMES

### **Registration guidelines:**

1. Participation Agreement and Fee due at the time of registration by February 28, 2020.
2. House Description and Subcontractor (if applicable) List due on or before March 13, 2020.
3. Copy of general liability insurance naming the Hancock County Chamber of Commerce as an additional insured due by March 13, 2020.

### **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 can be any habitable home on the market, new construction, or substantial addition/remodel.
4. All newer construction, additions, and/or remodels will be accepted subject to committee approval.
5. Brokers will determine which homes can participate on behalf of their agency.

### **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. In addition to the sings of the participating broker, builder or realtor, Parade signs supplied by the Hancock Chamber 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 April 18th. Directional signs will also be placed at strategic locations by April 18th. Additional directional signs will be available if needed. Participant must also display a sponsor thank you sign, provided by the Chamber, at a prominent location inside the home

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

1. Each home or unit must be open the entire duration of the listed parade date and times.
2. Each home or unit must have at least one person on staff at all times to take and/or scan tickets, and answer questions; two or three people are recommended.
3. Home pictures must be received by Chamber by March 13th. Send by email to [anne@hancockchamber.org](mailto:anne@hancockchamber.org). These must be high resolution digital photographs. 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.
4. Only sponsors of the Parade of Homes are approved to partner with you to display items inside and outside the home(s) you are showcasing. If you allow a business to partner with you, we respectfully request they keep your parade home and surrounding neighborhood clean. Alcoholic beverages and smoking are prohibited.

### **Admission information:**

1. Tickets to tour the homes are FREE and all are expected to register at each home on the tour to receive a ticket to capture marketing data. There will be a supply of registration forms at each participating home.
2. Delivery of yard signs, directional signs, thank you signs, tickets will be delivered Friday, April 17th.