



# PARADE OF HOMES

# June 7 - 14 2025

**New Homes Open for Viewing June 7 - 14 • Remodeled Homes Open for Viewing June 7 - 9**

**Enter your new or remodeled home  
OR a landscape project into the  
Parade of Homes!**

## *What projects can be entered?*

### **NEW HOMES**

Custom, Spec or Model Homes completed after June 1, 2024

Open for Viewing June 7 - 14

Entry fees start at \$945!

Homes can be occupied before the Parade of Homes if conditions are met and approval is received. (See eligibility section on page 2 for more details!)

### **REMODELING CONSTRUCTION**

Remodeled Homes completed after June 1, 2024

Minimum \$20,000 project value

Builders must have a Dwelling Contractor license

Entry fees start at \$645!

### **REMODELING COSMETIC**

Landscaping and outdoor living spaces

Exterior Remodeling

Interior Design & Kitchen/Bathroom Updates

Projects completed after June 1, 2024

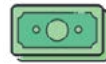
Entry fees start at \$645!



#### **Connect with Customers**

Most **new homes average over 2,000 people** per home. Traffic can range from 1,000 to 4,000 people depending on the home and location.

**Remodeled homes average over 1,000 people.** Traffic can range from 800 to 2,000 people depending on project and location.



**Discounts** are available from many subcontractors and finish suppliers. See the enclosed list for more details (more subcontractors are still being added).



**Marketing exposure** with expansive multi-media advertising campaign in all areas Parade Homes are located. And features on social media showcasing your Parade Home. Busy right now? **Branding exposure** is important to keep your name in front of future customers to keep you busy in the future.



Full color glossy **Parade of Homes magazine with a two-page spread** for each entry AND a **website page** for each entry. **Boost your online presence** and search engine results with Parade of Homes web listings.



Since 1975, homeowners in the Chippewa Valley have attended the Parade of Homes to see first-hand the **latest home designs**, get ideas for their own home, and **connect directly with builders** for their new or remodeled home.

**Visit [www.ParadeOfHomesCV.com](http://www.ParadeOfHomesCV.com) for more information and entry forms.**

For more info call or email Christina Thrun at 715-835-2526 or [christina@cvalhomebuilders.com](mailto:christina@cvalhomebuilders.com).

# Parade Entry Details

## Eligibility

- **New homes that have been occupied are now eligible for entry into the Parade of Homes**, subject to approval from the Parade of Homes Committee and with all conditions outlined in the homeowner agreement met. New homes must have been completed after June 1, 2024.
- **Remodeling: Construction OR Remodeling: Cosmetic** projects are eligible for entry.
- *Remodeling: Construction* - Remodeling projects completed by a Builder member with a Dwelling Contractor Qualifier license, completed after June 1, 2024; have a minimum value of \$20,000; and showcase a change in shape, style, form, or function of a residence or outdoor living space.
- *Remodeling: Cosmetic* - Projects that showcase landscaping, outdoor living spaces, re-design or any project that changes the shape, style, or function of a space that does not require pulling a building permit. Projects must have been completed after June 1, 2024 and have a minimum value of \$20,000.
- All entered homes must be showcased **in-person**. Virtual entries will no longer be included in the event.

## Be the Premiere Home - Host the Premiere Night!

*Thursday, June 5, 2025*

Each year a Parade Home(s) is selected to host the member Premiere night. The Premiere night kicks off the Parade of Homes the Thursday before the Parade opens for all CVHBA members and the host's guests. The Premiere night typically has over 200 people in attendance.

Why host the Premiere? This is a unique opportunity for a builder to debut his/her home (or development) to the CVHBA membership and gain some extra awareness with the public. The Premiere Home receives a special showcase in the Parade of Homes magazine, on social media and typically is used for additional marketing leading up to the Parade to drive interest in the event.

Interested in hosting the 2025 Premiere event? Fill out the Premiere Home application.

## Entry Fees

**All Entries**

**\$600 Refundable Deposit**

**Entry Fee based on date Entry Information is Received By:**

*December 31, 2024*

*Early Bird Pricing*

New Home

\$945

Remodel (Construction or Cosmetic)

\$645

*January 1 - 31, 2025*

*Prime Time Pricing*

New Home

\$1,245

Remodel (Construction or Cosmetic)

\$845

*February 1 - 29, 2025*

*Late Entry*

New Home

\$1,445

Remodel (Construction or Cosmetic)

\$1,045

## Important Dates

March 27, 7:30-8:30 a.m. Parade Participant Meeting\*

March 31

All Entry Fees must be PAID IN FULL

April 4

All Marketing Information Received

*See Checklist on page 4 for details.*

May 30

Parade Home Inspections

June 5, 7:30-8:30 a.m.

Parade Participant Meeting\*

June 5, 5:00-9:00 p.m.

Premiere Night Event\*

June 19, 7:30-8:30 a.m.

Participant Wrap-up Meeting\*

*\*Attendance is required at all meetings and the Premiere Event as outlined in the Participation Agreement.*

**Online versions of these forms can  
be found at:**

<https://www.paradeofhomescv.com/enteringahome/>

# Parade Entry Information Form

Complete information below for entry in the 2025 Parade of Homes. **PLEASE PRINT LEGIBLY.** If you have multiple homes, please fill out a separate entry form for each Parade Home. You only need to complete the Builder Information section for 1 of the entries.

## MEMBER ENTRANT INFORMATION

Contact Person's First and Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Mailing Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Type of Member:  Builder  Associate Dwelling Contractor Qualifier # (for Builder): \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Is there an additional contact that should receive Parade of Homes information & communications?  Yes  No

If yes, fill out information below for the 2nd Contact:

2nd Contact's Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## PARADE HOME ENTRY INFORMATION

What type of Parade Entry do you have? (\*As of 2025, we are no longer accepting virtual entries.)

New Home  Remodel: Construction (Builders)  Remodel: Cosmetic (Designers, Landscapers, etc.)

Street Address of Entry: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

*Please fill out the information below based upon the type of Parade of Homes entry.*

### New Home Information

Type of Home:  Single Family  Condominium / Twinhome / Multi-family

Total Square Footage: \_\_\_\_\_ Number of Bedrooms: \_\_\_\_\_ Number of Bathrooms: \_\_\_\_\_

Building Permit Number: \_\_\_\_\_

Estimated Sale Price of Home: \_\_\_\_\_

Is this house for sale?  Yes  No (If no, the customer must sign off on the "Customer Parade Home Waiver")

Will this home be occupied prior to the Parade of Homes?  Yes  No (If yes, the Parade of Homes Committee will determine eligibility of the home for submission.)

### Remodel: Construction Information

Description of the Remodel: \_\_\_\_\_

Building Permit (if applicable): \_\_\_\_\_ What year was the home originally built? \_\_\_\_\_

Estimated Project Value: \$ \_\_\_\_\_ Square Footage of the Project: \_\_\_\_\_

Date Project Started: \_\_\_\_\_ Completion Date (or estimated completion date): \_\_\_\_\_

### Remodel: Cosmetic Information

Description of the Remodel: \_\_\_\_\_

Building Permit (if applicable): \_\_\_\_\_ What year was the home originally built? \_\_\_\_\_

Estimated Project Value: \$ \_\_\_\_\_ Square Footage of the Project: \_\_\_\_\_

Date Project Started: \_\_\_\_\_ Completion Date (or estimated completion date): \_\_\_\_\_

# Entry Information Checklist

## Due at Time of Entry - *\*All of these items must be received to determine entry fee pricing.*

- Parade Entry Information Form
- Participation Agreement
- Initial Subcontractor List  
*Initial Version - this will get updated later*
- Deposit - \$600  
*Refundable after the event as outlined in the Participation Agreement and on page 10.*
- Certificate of Insurance (COI)  
*Must include: Parade entry property, name of the Chippewa Valley Home Builders Association as additional insured, liability insurance indicating bodily coverage of at least \$500,000 and property damage limits of at least \$50,000 or minimum coverage by law.*
- Homeowner Agreement (if custom home or if will be occupied before the Parade of Homes)  
*Must select the correct agreement (New Home Unoccupied, New Home Occupied & Remodel, or Virtual Entry)*

## Due March 31, 2025

- Entry Fee  
*See page 2 for Fee Schedule based upon date above items are received.*

## Due April 4, 2025 - All Marketing Information

*\*A fillable document will be provided to fill in this information.*

- Description of Project  
*Provide a general description of your home. This should be a minimum of 5 sentences and is used to describe the aesthetic, influence, design elements, etc. This is your opportunity to 'sell' why people should visit your Parade Home. Please do not list your features, those will be listed separately. This should be written in 3rd (third) person.*
- Special Features  
*Up to 10 (ten) most important features of your home in list form. This must be different from the description.*
- Builder Statement  
*Provide a brief description of your business. If you have been in a previous Parade of Homes, please let us know if you want to use the same information.*
- Directions to Home  
*Please provide directions from the nearest major highway. Be clear and explicit.*
- Latitude & Longitude of the Home)  
*Use Google Maps to find your location. Right click on the marker and you will see the latitude or longitude. OR While you're at the home, use your cellphone to visit [www.online-tech-tips.com/computer-tips/find-logitude-latitude/](http://www.online-tech-tips.com/computer-tips/find-logitude-latitude/) for specific instructions on how to find the coordinates.*
- House Price Information for Marketing  
*Builders will have the option to publish the sale price of the home or withhold it from publishing and answer pricing questions directly from public.*
- Scavenger Hunt Item  
*This should be a unique feature or item in the home the public will look for while touring the home. This must be unique to your home, but not too challenging for the public to identify. It can be structural to the home, design elements, or decor placed in the home.*
- Digital Color Rendering - *High resolution 1400 pixels x 950 pixels with a minimum 300 dpi (dots per inch) file in a pdf, jpeg or png format. No photographs!*
- Logo (if not on file) - *High resolution file in pdf, jpg, or png format that is at least 300 dpi (dots per inch).*
- Builder Photo (optional) - *High resolution file in pdf, jpg or png format.*
- Floor Plan (optional) - *High resolution file in pdf, jpg or png format.*

# Subcontractor List (Hammer Award)

Builder Company Name: \_\_\_\_\_

Address of Parade Entry: \_\_\_\_\_

*Please fill out EACH CATEGORY with all sub-contractors you are using; **be sure to include non-members & contact info for non-members.** Write your own company name if your company provided the work for the home. If a non-member becomes a member before the Home Inspirations Magazine is printed, you will receive credit for that sub-contractor. **Please be sure to include the full company name.** All builders who use a CVHBA member for at least 50% of the listed categories will be recognized at the Premiere Night with a Hammer Award (your business will not count towards the award). \*Remodeling projects will count only the categories used in the project. **The CVHBA strongly encourages doing business with members, or for non-members to join the CVHBA.** We will contact all non-members and provide information on CVHBA membership and Parade advertising. CVHBA member sub-contractors will be featured in the Parade magazine and on the Parade website. **Invite your trade partners to join the CVHBA!***

For CVHBAoffice use only: # of members used in categories: \_\_\_\_\_ % of Categories (divide by 67): \_\_\_\_\_ Hammer Award? \_\_\_\_\_

Vendor/Supplier	Company Name	Contact Name	Phone or Email
Appliances			
Architect / Designer			
Asphalt			
Audio / Home Theater			
Cabinets			
Carpentry			
Central Vacuum			
Cleaning Service			
Closets			
Concrete Flatwork			
Countertops			
Disposal / Dumpster Service			
Doors			
Drywall / Plaster / Sheetrock			
Electrician			
Excavation			
Fencing			
Financing			
Fireplace			
Fireplace Mantel			
Fixtures - Kitchen & Bath			
Flooring			
Framing			
Foundation			
Garage Door / Opener			
Glass			
Gutters & Downspouts			
Hardware (Door Accessories, Cabinet Accessories, etc)			
Home Energy Consultants			
HVAC / Geothermal			
Insulation			
Interior Design / Staging			

# Subcontractor List - Page 2

Vendor/Supplier	Company Name	Contact	Phone or Email
Irrigation			
Landscaping			
Light Fixtures			
Lumber			
Masonry			
Metal Fabrication / Custom Metalwork			
Millwork			
Painter			
Paint Supplier			
Photography			
Plumbing			
Portable Toilets			
Realtor			
Rendering			
Roofing			
Security Systems			
Sheet Metal			
Shower / Tub			
Siding / Soffit			
Solar			
Steel Beams & Posts			
Stone			
Surveyor / Engineer			
Technology / Smart Home			
Tile (Bathroom, Kitchen, etc)			
Title Company			
Tree Cutting			
Trusses			
Utilities			
Water Softening / Filtration			
Weather Stripping			
Well / Septic			
Whirlpool / Pool / Hot Tub			
Window Treatments			
Windows			
Other:			
Other:			

The following categories will not count towards the Hammer Award, but can be marketed in the Parade Home if the company is a member. Please include any businesses that aren't directly connected to building or remodeling the home.

Automobile (Car on Display)			
Insurance			
Other:			

# Participation Agreement

This Participation Agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ by and between the Chippewa Valley Home Builders Association (CVHBA) and \_\_\_\_\_ (Participant). The purpose of this Participation Agreement is for the mutual understanding of said Participant and the CVHBA for the showing of a house in the 2025 Parade of Homes (Parade). The Participant agrees that the house entered in said Parade shall conform to the rules and regulations established by the CVHBA. All homes entered in the Parade must comply at all times with OSHA safety standards. The CVHBA agrees to promote the Parade and to insure public attendance to the greatest extent possible. All methods of the 2025 Parade promotions shall be determined by the CVHBA Staff and Parade of Homes Committee.

**Membership:** In order to be eligible to participate in the Parade, the Participant shall be a member of the CVHBA as of January 1st, 2025, as defined in the CVHBA bylaws, and in good standing with the CVHBA. Participant shall not be in a state of suspension, be delinquent in dues, or other monetary obligations to the CVHBA from the time of signing the Participation Agreement through the Parade. The CVHBA Executive Committee has the right to waive the membership date requirement in its sole discretion.

**New Home Eligibility:** To be eligible for inclusion as a new home in the 2025 Parade of Homes, the home must be a new construction home completed after June 1, 2024; and must not have been a part of any previous Parade of Homes. Any new home that is custom-built will need to have the Homeowner Agreement submitted with the Parade Entry Information. Any home sold during the construction process will need a Homeowner Agreement submitted after the sale of the home. All new homes must have a contractor with a Dwelling Contractor Qualifier license.

A new home may be eligible to be included in the Parade of Homes if it has been occupied before the Parade of Homes, subject to approval by the Parade of Homes Committee, if the following conditions are met: 1) the homeowner must sign an agreement that outlines the expectations of the homeowner; 2) the Participant must agree to take on the responsibility of ensuring the home is clean, tidy and in Parade Home shape before and during the event; and 3) the Participant must protect the homeowner's personal belongings by ensuring staff coverage throughout the home (contact the CVHBA for more details and suggestions). The Parade of Homes Committee will meet with any Participants requesting to enter a home that has been occupied before the Parade of Homes and will determine if the home is eligible for entry into the Parade of Homes based upon the member's adherence to the requirements listed.

**Remodel Eligibility:** Remodeling projects must have been completed after June 1, 2024 and have a minimum value of \$20,000. The project entered showcases a change in shape, style, form, or function of a residence or outdoor living space. A Home Owner Agreement must be signed and submitted with the entry form and participation agreement in order for a Remodeled Home to be eligible for inclusion in the Parade of Homes. The Remodeling Construction category is for builders with a Dwelling Contractor Qualifier license and should be used for any project requiring a building permit. The Remodeling Cosmetic category is for CVHBA Members who do not have a Dwelling Contractor license and are completing projects that do not require building permits such as: outdoor living spaces, exterior remodeling, interior design, kitchen / bathrooms that are a design update, etc.

**Date & Hours of Parade:** The Parade will operate June 7 through June 14, 2025, or such other dates established by the CVHBA Board of Directors. Open hours for the public shall be 10:00 a.m. to 5:00 p.m. Saturdays & Sundays and 5:00 p.m. to 9:00 p.m. Monday through Friday. Remodeling entries will be open June 7 through June 9, 2025 during regular open hours. These hours are subject to change upon recommendation of the Parade Committee and approval by the Board of Directors. Participant agrees that if Parade Home is not open during the official open hours of the Parade, it shall be the right of CVHBA to remove the Parade Home from participation in the Parade. The Parade Home must be staffed during all open hours and the Participant agrees to take sole responsibility for opening and staffing the parade home. During the Parade, Parade Home's shall only be open during regular event days and hours. The Parade Home must also be available for viewing for any CVHBA scheduled activities during the week of the Parade of Homes (i.e. member bus tour, school tours, etc). Any additional activities will be coordinated with the Participant.

**Completed Home:** *All Parade Homes (new homes and remodels) must be 100% complete and ready for occupancy by Thursday, June 5 and it must be staged by Friday, June 6.* For new homes, a completed home includes: all landscaping (rock &/or mulch beds, trees, shrubs, etc); the yard is seeded or sod is laid; driveway & sidewalks completed; exterior of house completed; all hard surfaced flooring, tile & carpeting installed and finished; plumbing fixtures installed; heating and electrical complete; cabinetry & countertops completed and installed with hardware; appliances installed; staircases & railings complete; trim work complete; and staged furnishings in at least the living room, dining room, and master bedroom. Note: the basement is not required to be finished for inclusion in the Parade. For remodeled homes, a completed home means that all areas of the remodeling project are complete.

All construction debris should be properly disposed of before the Parade opens. ***The Executive Officer and the Parade Chair(s) must sign off on the final inspection before the house will be allowed to be opened for the Parade of Homes.*** In the occurrence that a house does not pass final inspection, the Executive Officer and Parade Chair(s) have the right to delay the opening of the home until it passes final inspection. ***Homes that are not complete, as defined above, at the time of the Parade of Homes will result in the surrendering of the full deposit and may result in the Board of Directors refusing a Participant entry into future years' Parade of Homes.***

**Virtual Entries:** Virtual entries will not be permitted for the 2025 Parade of Homes. All new homes and remodeling projects must be available to tour in person.

**Inspections:** The Parade of Homes Committee and Executive Officer will conduct at least one inspection of each house within two weeks of the start of the Parade of Homes. Additional inspections may be scheduled at the discretion of the Executive Officer and Parade Chair(s). ***It is the responsibility of the Participant to ensure the inspectors have access to enter the Parade Home on inspection days.*** Failure to provide entry to the Parade Home will result in loss of deposit (\$100) and may result in the Parade Home being delayed in opening. New Homes will have a scheduled inspection day and Remodel Entries will need to schedule an inspection at a time that works with the homeowner. Any new homes that have been occupied before the Parade of Homes will need an inspection on Friday, June 6 to ensure the home is ready for the Parade of Homes.

**Parade Participant Meetings:** The Participant is required to attend Parade Participant Meetings scheduled to convey important information and obtain feedback as to the planning of the Parade. The Participant shall attend and participate in all Parade Participant meetings, this includes

# Participation Agreement

two (2) meetings prior to the Parade and one (1) wrap-up meeting. ***If Participant is absent from two (2) or more meetings, the Board of Directors can take disciplinary action which may include suspension from future years' Parade of Homes.*** Meeting dates are published in the Parade packet and are subject to change with at least two (2) week's notice.

**Parade of Homes Committee:** A Parade of Homes Committee composed of Builder and Associate members will work on the planning of the Parade. The Committee will solicit feedback from the Participants during Parade Participant meetings and Participants in the Parade are welcome to join the committee and participate in the planning of the event.

**Attendance at Premiere:** The Participant agrees to have a representative attend the Parade of Homes Premiere event on Thursday, June 5, 2025.

**Security:** Participant shall be solely responsible for security of the Parade Home and property, both during construction and while used as a Parade Home. For Remodel Entries, the Participant is responsible for blocking off areas of the home not included in the Parade and is expected to have staff in each area of the remodel to ensure safety and security of the owner's belongings.

**Shoe Covers:** Everyone visiting a Parade Home must wear shoe covers. Each Participant will receive shoe covers to provide participants and is asked to ensure those entering the Parade Home are wearing shoe covers.

**Lawn Maintenance & Sprinkling:** Lawn maintenance and irrigation of lawns, trees, and shrubs shall not interfere with the customer experience. Participant and trade contractors shall be aware of municipal restrictions such as water usage limits.

**Portable Toilets:** The CVHBA will make all efforts to provide one sponsored portable toilet per parade home that is to be used by parade goers and volunteers. The portable toilet provided by CVHBA is only for use for Parade goers, volunteers, and builders during the official Parade of Homes hours. The CVHBA or the Portable Toilet provider has the right to charge the Participant if the toilet is being used for construction and requires additional maintenance. The CVHBA reserves the right to not offer this service during the Parade if conditions prohibit the providing of a portable toilet.

**Early Completion & Display:** If a home is finished before the Parade, the home may be available for private showings. A Parade Home may be available for public showings (i.e. open houses or model home) only in the instance where there is no reference to the home being included in the Parade of Homes in any marketing for the home.

**Insurance:** The Participant shall obtain and furnish to the CVHBA a Certificate of Insurance listing the parade home address, naming the Chippewa Valley Home Builders Association as an additional insured, and insuring bodily injury of at least \$500,000 and property damage limits of \$50,000 or minimum required by law.

**Withdrawal from the Parade:** In the occurrence where a home needs to be withdrawn from the Parade, the full amount of the entry fee and deposit will be refunded until March 31, 2025. Any withdrawals after March 31st, 2025 the Participant will forfeit the entry fee. Any withdrawals after April 14, 2025 and the Participant will also forfeit the full deposit.

**Use of CVHBA Members, Signage & Marketing During the Parade:** CVHBA encourages Participants to utilize CVHBA member suppliers and subcontractors for the Parade Homes. Many of the CVHBA members give discounts and special benefits for Parade Homes. ***Participants may only display signage that promotes CVHBA members. Participants can hand out business cards of non-members who provided work or supplies to the Parade Home, but no printed information larger than a business card (2" x 3.5") can be distributed and non-member information cannot be displayed.*** It is the Participant's responsibility to ensure compliance by all of employees and subcontractors. The CVHBA will provide the Participant with a written notification for any signage violations and signage must be removed before the start of Parade of Homes on the following day. ***The deposit shall be withheld as outlined on Deposit Withholding sheet if signage reappears after the warning. If signage violations are not corrected, the Board of Directors has the right to refuse a Member entry into future years' Parade of Homes.***

The CVHBA will provide Parade of Homes branded signs for use during the Parade to designate the Parade Home site. All CVHBA provided signs must be displayed at each Parade Home. The Participant also has the right to display their own sign with their logo and information. If the Parade Home is listed with a realtor, the standard and expected realtor listing sign is allowed in the front yard and the house spec sheet can be displayed in the Parade Home. If the realtor is not a member of the CVHBA, no additional signage or marketing materials is allowed on the property.

Any contractors who are working at the Parade Home to talk about and promote their products or services ***must be a CVHBA member.*** Volunteers scanning and selling tickets do not need to be a member, however anyone who is at the Parade Home for the purpose of talking about products/services used in the home or selling products/services must be representing a CVHBA member business.

**Ticket Sales:** The Participant is responsible for all ticket sales at the Parade Home during the Parade. The Participant assumes all responsibilities for the tickets, cash and ticketing supplies provided at the start of the Parade and is expected to train any volunteers handling ticketing during the Parade. The Participant or a representative is responsible for following all ticketing procedures established by the CVHBA and ensuring accurate tracking and money handling is maintained throughout the Parade of Homes. ***Any discrepancies in ticket sales will be charged to the Participant.***

**Supplies and Ticket Return:** All provided Parade supplies, remaining tickets, and ticket money must be ***returned to the CVHBA office no later than 4:00pm on the Monday following the close of the Parade of Homes.*** Remodel Entries are expected to return all supplies on Tuesday, after the close of the Remodel entries.

**Images, Video & Marketing of Parade Homes:** Any photographs or video taken of the Parade Home by CVHBA, or it's hired contractors, can be used by the builder for their own promotional purposes. CVHBA agrees that any photos and/or videos of Parade Homes used in future promotions or marketing will give credit to the Participant. The Participant agrees that photos and/or videos of the Parade Home may be used for promotion by the CVHBA and that the CVHBA has full rights to use photos and videos, including any purchased by the Participant through the CVHBA Contractor, in promotion of the Parade and general marketing. If the Parade Home is owned at the time of the Parade, the Customer Parade Home Waiver must be signed acknowledging the customer is aware of the marketing rights of the CVHBA.

**Parade Book & Information Accuracy:** All Participant will receive a two-page listing in the Home Inspirations Parade of Homes issue and a 8



# Participation Agreement

listing on the web-based Parade directory. All information and materials for inclusion in the Parade Book and webpage must be received by April 4, 2025: written description of entry, price, high quality digital color rendering, floor plan (optional), directions from nearest major highway, updated list of suppliers and subcontractors, logo in .jpg or .png format, and photo of builder (optional) in .jpg or .png format. *Failure to provide all required information by April 4 will result in a loss of the deposit.*

Each Participant will receive a proof prior to printing and is responsible for approving the proof before the print deadline. If approval is not given, it is assumed that the information is accurate and the Parade Book will be printed accordingly. Best efforts by the CVHBA will be made to ensure accurate information in all Parade related publications; however, all Participants are responsible for ensuring accurate information is provided and will hold the CVHBA harmless in the event that errors or omissions occur.

**Digital Rendering:** All Participants will provide the CVHBA with a full color digital rendering of the Parade Home or Remodeling Project. **No photographs, black & white renderings, or any other image of the Parade Home will be accepted.** The digital rendering should be 1400 pixels x 950 pixels in size. If the digital rendering is not received before the deadline, a stamp of "No Image Provided" will be in place of the digital color rendering. (Note: it is recommended that Participants allow for enough time to allow the preparation of the digital rendering.)

**Awards:** People's Choice Awards have been eliminated from the 2025 Parade of Homes.

**Alcohol:** No alcohol is to be provided to the public during the Parade by the Participant or their subcontractors. This includes any free or sampled beverages.

**Event Cancellation:** In the event the Parade is not held, all agreements for participation shall be cancelled and terminated upon the return of the deposit and/or entry fee paid by the Participant for participation in the Parade. Return of the deposit and/or entry fee will terminate any liability upon the CVHBA. No refunds will be given due to cancellations or delays due to weather or other circumstances beyond the CVHBA's control.

The Participant hereby agrees to indemnify, defend and hold harmless the Chippewa Valley Home Builders Association, and its members, officers, directors, agents, 2025 Parade Committee, and employees, from any and all claims, causes of action or judgements of any kind which may be made against any or all of them arising out of or relating to the undersigned's participation in the CVHBA 2025 Parade of Homes. This indemnification agreement includes, without limitations, claims for bodily injury, death, damage or loss of personal property, breach of contract, copyright infringement or conversion, or from any financial loss sustained by participation in the 2025 Parade of Homes and claims arising out of the acts of subcontractors or agents of any profession employed by the Participant. Participant releases the CVHBA from any liability related to builder's failure to follow any laws.

If the CVHBA waives one or more requirements of this Contract, such waiver shall not be construed as a waiver of a subsequent breach of the same requirement. This agreement shall not be assigned without the prior written consent of the CVHBA. The laws of the State of Wisconsin shall govern the terms of this Contract. Paragraph and section headings are for convenience only and shall not control or affect the meaning or construction of any provision of this Contract. The individuals signing this Contract on behalf of the Participant represent that they have the authority to bind the Participant to this Contract. The CVHBA Code of Ethics must be followed by all Participants participating in the Parade of Homes. **The CVHBA Executive Committee has the full authority to withhold deposit or remove a Parade Home from participation in the Parade for any violations or breach of this agreement. If the Executive Committee removes a Parade Home from participation, the CVHBA will keep the full deposit and entry fees. The CVHBA Board of Directors has the full authority to enforce all aspects of this agreement and has the right to prohibit participation in future Parade of Homes' events if the conditions of this Agreement aren't met.** The CVHBA shall be entitled to the attorney's fees it may incur in enforcing the terms of this Contract. Time is of the essence with respect to all dates and deadlines in this Contract.

Member Name (Print) \_\_\_\_\_ Company Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Deposit Withholding Fees

A deposit of \$600 is held for each Parade House. This deposit is refundable in full, provided the Participant complies with all aspects of the Participation Agreement. A portion, or all, of the deposit may be withheld per the Participation Agreement to the extent outlined below:

Parade House is incomplete at opening of Parade	Up to \$600 *Amount withheld to be determined by the the level of incompleteness.
Missed Parade of Homes Participant Meeting	\$100 per meeting
Did not attend Premiere event	\$100
Signage not removed after written notification	\$100 per sign
Failure to provide access for inspection	\$100
Parade Home Information for Marketing not received by the deadline	\$100 - \$500 Amount withheld depends on amount of information & how late it is received.
Failure to follow any other Agreement stipulations	\$0 - \$600 *Depends upon the violation and severity.

# Premiere Home Application

## Thursday, June 5, 2025

If you are interested in hosting the 2025 Premiere Night, please complete information below and submit to christina@cvhomebuilders.com by **February 28, 2025**.

### PLEASE PRINT LEGIBLY

Member's First and Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Why should your Parade Home be chosen as the Premiere Home?

If the Parade Home is under contract for a Homeowner, the Homeowner must approve their home to be showcased as the Premiere Home. A separate homeowner waiver will be provided for the Builder to have signed.

## Responsibilities of Hosting the Premiere Home

1. If the Parade home is under contract for a homeowner, homeowner must approve their home to be showcased as a Premiere Home and release CVHBA of all liability for the Premiere.
2. The Participant will make all decisions regarding the event (i.e. selecting catering, beverages, etc.) CVHBA staff is available to assist in the planning of the Premiere event if requested.
3. If more than one Participant will jointly host the Premiere event, an agreement regarding the expectations of all Participants must be signed.
4. The CVHBA will manage all funds for the event. The Participant is responsible for securing sponsorships and contacting sub-contractors and other potential sponsors to secure funds on or before May 1. The Participant will ensure that all expenses of hosting the event are covered by sponsorships or the Participant. Expenses incurred may include food, beverages, tent, tables, chairs, entertainment, site prep, sponsor signage and other associated expenses ordinarily associated with the Premiere event. Any expenses not covered by sponsorship will be invoiced to the Participant.

Regular communication and coordination regarding this important aspect with the Parade Chair(s) and the CVHBA staff is vital to the success of the Premiere. **A list of Premiere sponsors must be forwarded to the Executive Officer no later than May 1st, 2025.**

5. Parade Home and Participant must be available for pre-parade marketing, interviews, and showcasing before the event (home does not need to be completed in advance, but must be made available for marketing purposes to promote the Parade).
6. Appropriate signage and directions must occur to provide best possible traffic flow and ensure safety and minimal disruption to local residents. If extenuating circumstance(s) exist subject to location, the Participant must gain the permission and/or approval of the Public Works Department at the City or County office. Parade home sites that require extensive coordination for parking and/or logistics for staff and volunteers to set-up and guests to arrive on site may be subject to additional expenses to be incurred by the Participant. Communication and coordination with the neighborhood may be necessary and will be handled on a case by case basis.
7. Premiere location must provide ample parking to accommodate approximately 250+ CVHBA members and guests.
8. CVHBA will assist in securing adequate outdoor restrooms and trash disposal per the City or County requirements.
9. The Participant must ensure access to water and electricity to meet the needs of the caterer and the audio-visual needs of the CVHBA staff. Ample space to set up food, beverage and collateral materials is also required.
10. Participant will work with the Parade Chair(s), President and Executive Officer in the Parade of Homes program to provide timely and professional presentation to the Premiere guests.

*If selected, I agree to abide by my responsibilities in hosting the Premiere Event.*

Member Signature \_\_\_\_\_ Date \_\_\_\_\_

Member Name (Print) \_\_\_\_\_

# Homeowner Agreement - New Unoccupied Custom Home

I agree to allow my/our home to be entered into the Parade of Homes.

- I understand that if I withdraw my agreement, I may forgo any benefits I received for participating. Once marketing materials are printed after April 15, 2025; this agreement to participate in the Parade of Homes cannot be revoked.
- I understand that if my Contractor withdraws from the Parade of Homes after the assigned deadlines or does not open by entry by opening day and time of the Parade of Homes, their entry fee and deposit will not be reimbursed, and additional penalties may occur.
- I understand that photos and videos of my home will be taken by the Chippewa Valley Home Builders Association (CVHBA) and their contracted vendor. Photos and videos may be published on the CVHBA website, the Parade of Homes website, the Contractor's website and may be used for marketing purposes by the CVHBA and the Contractor.
- I understand that my home will be open for viewing to the public. Parade Home viewing hours are June 7 - 14, 2025; Saturday and Sunday 10:00 a.m. - 5:00 p.m. and Monday through Friday 5:00 p.m. - 9:00 p.m. Additional viewing hours may be set by the CVHBA Parade of Homes Committee. Any changes or addition to hours will be communicated through my/our Contractor.
- It is at our Contractor's discretion to stage the home for the event. This includes furniture, photos, window treatments, electronics, blankets, dishes, etc.
- I understand that my Contractor and ticketing volunteers will be in the home during all hours of the Parade.
- I understand that my/our address will be published and marketed for the 2025 event and will be available in perpetuity related to the 2025 Parade of Homes.
- I understand that the CVHBA may request access to my Parade Home for marketing or to provide educational opportunities for youth. This may take place before the Parade of Homes or during the week of the Parade of Homes. All access will be requested through the Contractor.
- I understand that the CVHBA or its agents will conduct an inspection of my home within two weeks prior to the Parade of Homes to ensure the home is complete and ready for viewing during the event.
- I agree to allow additional signage on my property and in my home during the event.
- I agree not to advertise or promote any vendors, subcontractors, and/or suppliers within the premises of my home that are not members in good standing of the Chippewa Valley Home Builders Association.
- If the home is withdrawn from the event after the Parade of Homes magazine has been sent to press, a sign noticing home closure will be placed in the front yard for the duration of the event, along with posters at all Parade Homes, and the home will be removed from all electronic media and any other areas deemed necessary.

I/we, \_\_\_\_\_ ("Owner(s)") as Owner(s) of the home located at \_\_\_\_\_ ("Parade Home"); will permit ("Contractor") \_\_\_\_\_ as general contractor of the Parade Home; and the Chippewa Valley Home Builders Association ("CVHBA"), to showcase my/our home in the Parade of Homes and be in charge of m/our home during the Parade of Homes June 7 - 14, 2025 and understand the items listed above.

Owner(s) are the sole owners of this home and have the full authority to enter into this agreement, and I/we agree that, for good and valuable consideration, I/we will be bound by the commitments made to the Chippewa Valley Home Builders Association and the Builder in this agreement.

To the fullest extent by law, Owner(s) do hereby release and hold harmless the CVHBA, its officers, employees, board of directors, representatives, successors, and assigns from any liability whatsoever as a result of any damage to person or property of the Owner(s) and/or Builder which may result from or in any way be related to the participation of the home in the Parade of Homes event, unless such damage is caused by the negligence or intentional tortious conduct of CVHBA.

Owner(s) Signature \_\_\_\_\_ Date \_\_\_\_\_

Owner(s) Name (Print) \_\_\_\_\_

Contractor Signature \_\_\_\_\_ Date \_\_\_\_\_

Contractor Name (Print) \_\_\_\_\_

# Homeowner Agreement - New Occupied or Remodeled Home

I agree to allow my/our home to be entered into the Parade of Homes.

- I understand that if I withdraw my agreement, I may forgo any benefits I received for participating. Once marketing materials are printed after April 15, 2025; this agreement to participate in the Parade of Homes cannot be revoked.
- I understand that if my Contractor withdraws from the Parade of Homes after the assigned deadlines or does not open by entry by opening day and time of the Parade of Homes, their entry fee and deposit will not be reimbursed, and additional penalties may occur.
- I understand that photos and videos of my home will be taken by the Chippewa Valley Home Builders Association (CVHBA) and their contracted vendor. Photos and videos may be published on the CVHBA website, the Parade of Homes website, the Contractor's website and may be used for marketing purposes by the CVHBA and the Contractor.
- I understand that my home will be open for viewing to the public. Parade Home viewing hours are June 7 - 14, 2025; Saturday and Sunday 10:00 a.m. - 5:00 p.m. and Monday through Friday 5:00 p.m. - 9:00 p.m. Remodeled entries will be open June 8, 9 and 10 at the listed times. Additional viewing hours may be set by the CVHBA Parade of Homes Committee. Any changes or addition to hours will be communicated through my/our Contractor.
- I understand that I/we cannot occupy the home during the event hours.
- I will make every effort to present the home at its best during the Parade of Homes hours.
- I understand that my Contractor and ticketing volunteers will be in the home during all hours of the Parade.
- I understand that my/our address will be published and marketed for the 2025 event and will be available in perpetuity related to the 2025 Parade of Homes.
- I understand there is a risk of theft involving persons attending this event. I accept that I/we and my Contractor have the sole responsibility to take reasonable precautions to protect the safety of the home and my/our possessions therein. The owner(s) shall remove valuables, medications, firearms, and pets from the home during the Parade of Homes event.
- It is at our Contractor's discretion to stage the home for the event. This includes furniture, photos, window treatments, electronics, blankets, dishes, etc.
- I understand that the CVHBA may request access to my Parade Home for marketing or to provide educational opportunities for youth. This may take place before the Parade of Homes or during the week of the Parade of Homes. All access will be requested through the Contractor.
- I understand that the CVHBA or its agents will conduct an inspection of my home within two weeks prior to the Parade of Homes to ensure the home is complete and ready for viewing during the event.
- I agree to allow additional signage on my property and in my home during the event.
- I agree not to advertise or promote any vendors, subcontractors, and/or suppliers within the premises of my home that are not members in good standing of the Chippewa Valley Home Builders Association.
- If the home is withdrawn from the event after the Parade of Homes magazine has been sent to press, a sign noticing home closure will be placed in the front yard for the duration of the event, along with posters at all Parade Homes, and the home will be removed from all electronic media and any other areas deemed necessary.

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To the fullest extent by law, Owner(s) do hereby release and hold harmless the CVHBA, its officers, employees, board of directors, representatives, successors, and assigns from any liability whatsoever as a result of any damage to person or property of the Owner(s) and/or Builder which may result from or in any way be related to the participation of the home in the Parade of Homes event, unless such damage is caused by the negligence or intentional tortious conduct of CVHBA.

Owner(s) Signature \_\_\_\_\_ Date \_\_\_\_\_

Owner(s) Name (Print) \_\_\_\_\_

Contractor Signature \_\_\_\_\_ Date \_\_\_\_\_

Contractor Name (Print) \_\_\_\_\_



# PARADE OF HOMES

## 2025 Parade Home Discounts

Here is a list of Chippewa Valley Home Builders Association members who provide discounts to builders and homeowners who enter a home in the Parade of Homes. More discounts may be added to this list in the future.

Business	Contact	Discount	Eligible For
Amundson's Appliance	Renee Cavaco (715) 234-8904 reneel@amundsonsappliance.com	Parade discounts are available when 4 appliances or more of the same brand are selected. Specific discount varies by manufacturer. Additional discounts are available based appliance package selected.	New Home Remodel
Bed, Bath & Drapery Shop	Susie Kleist (715) 839-9000 info@bedbathanddrapery.com	Discounts are offered on Hunter Douglas window treatments. Specific discount will be provided with free consultation.	New Home Remodel
Budget Blinds of Eau Claire	Jon Sires (715) 210-5812 eauclaire@budgetblinds.com	Discounts vary depending on the window coverings selected. Some exclusions may apply. Details will be provided with consultation.	New Home Remodel
CA Excavating and Construction LLC	Conner Anderson (715) 829-1018 caexcavating@outlook.com	15% off of excavation, sewer/septic and soil test services. Also offered/included are trenching, grading, site preparation and demolition.	New Home Remodel
Cesspool Cleaner Company & Portable Toilet Rentals, LLC	Troy Dresel (715) 723-3449 troyd@cesspoolcleaners.com	50% off the monthly rental rate of a portable restroom	New Home Remodel
Classics Furniture	Amy Torgeron (715) 835-4500 classics@lfcec.com	Up to 50% off furniture. Up to 35% off lighting. Up to 50% off of blinds and window treatments. Specific discounts will be provided at consultation. Must be notified at time of initial consultation that it is for a Parade Home.	New Home Remodel
Crown Cabinetry	Ken Schmidt (715) 578-4001 ken@crowncabinetrywi.com	20% discount on all cabinetry, countertops, hardware, flooring and accessories. An additional special discount to the first builder to install the LUXURY line of WOODMODE cabinetry.	New Home Remodel
Denny's Appliance	Kayla Rogge (715) 235-2028 bosslady@dennysappliance.net	Discounts vary depending on brand and quantity of appliances ordered. Some exclusions and provisions apply.	New Home Remodel
Eau Claire Insulation & Exteriors	Pat Smith (715) 271-2364 psmith@ec-insulation.com	5% off of a Parade of Homes project (maximum discount of \$750)	New Home Remodel
Gerhard's Kitchen & Bath Store	Mckenna Berg (715) 831-4625 mckennab@gerhardsstore.com	Additional 5-10% off of normal showroom discounts on plumbing fixtures, cabinets, countertops, and hardware. Some exclusions apply.	New Home Remodel



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Bed, Bath & Drapery Shop	Susie Kleist (715) 839-9000 info@bedbathanddrapery.com	Discounts are offered on Hunter Douglas window treatments. Specific discount will be provided with free consultation.	New Home Remodel
Budget Blinds of Eau Claire	Jon Sires (715) 210-5812 eauclaire@budgetblinds.com	Discounts vary depending on the window coverings selected. Some exclusions may apply. Details will be provided with consultation.	New Home Remodel
CA Excavating and Construction LLC	Conner Anderson (715) 829-1018 caexcavating@outlook.com	15% off of excavation, sewer/septic and soil test services. Also offered/included are trenching, grading, site preparation and demolition.	New Home Remodel
Cesspool Cleaner Company & Portable Toilet Rentals, LLC	Troy Dresel (715) 723-3449 troyd@cesspoolcleaners.com	50% off the monthly rental rate of a portable restroom	New Home Remodel
Classics Furniture	Amy Torgeron (715) 835-4500 classics@lfcec.com	Up to 50% off furniture. Up to 35% off lighting. Up to 50% off of blinds and window treatments. Specific discounts will be provided at consultation. Must be notified at time of initial consultation that it is for a Parade Home.	New Home Remodel
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Business	Contact	Discount	Eligible For
Stone Countertop Outlet - Eau Claire	Andy Parker (715) 598-7116 andyp@granite-tops.com	10% off of all products ordered. Free upgraded edge profile (if material allows). Free digital layout.	New Home Remodel Virtual Entry (New or Remodel)
T. Lynn's Window Treatments & Awnings	Tara Schleicher (715) 441-7997 contact@tlyns.com	Discounts vary depending on the production selection and quantity. Details on the discount offered will be provided at consultation.	New Home Remodel
Thorcraft Custom Kitchens, LLC	Colleen Ewan (715) 965-5813 colleenewan@thorcraft.net	20% off of cabinetry	New Home Virtual Entry (New Home)
Tru-Lock & Security, Inc.	Dan Lokken (715) 835-1540 dan@tru-lock.com	Up to 20% off of decorative hardware	New Home Remodel Virtual Entry (New or Remodel)

*Are you interested in offering a discount for Parade Home projects?*

*Contact Christina Thrun at [christina@cvhomebuilders.com](mailto:christina@cvhomebuilders.com) or 715-835-2526 to be included.*