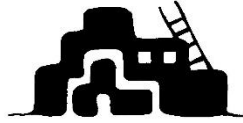


**[Builder/Remodeler]**

**CONTRACT**



*Santa Fe Area  
Home Builders  
Association*

**Haciendas: A Virtual Parade of Homes**

The Santa Fe Area Home Builders Association (hereinafter referred to as “SFAHBA”) shall sponsor and promote the 2020 Haciendas – A Virtual Parade of Homes (Parade) to be officially launched October 2020. The Parade has three stated purposes:

1) To promote an interest in:

- Living and Home Ownership in the Santa Fe and Northern New Mexico region
- New Homes
- Remodeling
- Responsible Construction

2) To provide a unique marketing opportunity for builder and associate members and;

3) To raise funds to support the operating budget of SFAHBA.

SFAHBA agrees to provide a comprehensive promotional program prior to and during the event. Promotional items shall include, but not be limited to, a web-based online platform, media advertisements, the “Haciendas – a Parade of Homes” magazine, social media and internet advertising, and a juried competition with awards.

**Builder / Remodeler [Parade entrants] shall:**

➤ Have their home / remodel featured on a SFAHBA website page that includes the following elements:

- Professionally produced short video of the home/remodel
- 20-30 high quality still images of the interior/exterior (including aerial stills) of the home/remodel
- Business Logo / business tagline linking to your business website
- Text description of home/remodel
- Clickable / interactive website features to generate client leads

➤ Be granted commercial usage, from the SFAHBA photographer/videographer, Daniel Nadelbach Photography, LLC of 20-30 total finished still images, from both day and sunset/twilight photo shoots, as well as a finished video of approx. 3:45 min in length, of the home the builder enters into the 2020 Parade for commercial promotion and usage on the Parade entrant’s website and social media pages for an unlimited amount of time. (Rights and Usage are non-transferable to a third party without the express written authorization of the owner and Daniel Nadelbach Photography, LLC. A Photographer credit must accompany all usage. Photographer retains all other commercial & editorial rights.)

- Have their home/remodel promoted as part of the overall Parade marketing package which may include Local, State, and National online, print, radio, and/or TV markets.
- Have the home / remodel entered into the Parade juried competition.
- Winners of the 2020 Virtual Parade of Homes will receive their awards and be recognized during an in-person Parade 2020 Award Event if possible, or during an online virtual ceremony if necessary. Parade 2020 winners will also be recognized as 2020 Parade winners at a 2021 Haciendas Parade of Homes event.
- Have the option to invite subcontractors and / or vendors to be “featured members” on the SFAHBA Builder’s Parade entry webpage. (“Featured Members” must sign a separate agreement with SFAHBA)

### **Builder Checklists**

**For information about the Parade: contact – [tanya@sfehba.com](mailto:tanya@sfehba.com)**

**ENTRY DEADLINE:** August 31, 2020 for Juried Competition. Homes may be entered after August 31 and be featured in the Parade, but will not be eligible for the 2020 Juried Competition

- \_\_\_ Builder member of SFAHBA and membership dues paid
- \_\_\_ Copy of contractor’s license in the name of the builder member
- \_\_\_ Entry fee paid (\$3,200)
- \_\_\_ Return signed agreement of Homeowner (if not owned by the entrant)
- \_\_\_ Verify Featured Member(s) fee(s) paid (\$300)
- \_\_\_ Signed contract
- \_\_\_ Certificate of Insurance – listing SFAHBA as additional insured from Builder that is entering home.
- \_\_\_ Copy of Builder’s homeowners insurance policy (or homeowner’s policy if home is not owned by entrant, with limits of \$1,000,000 (excess liability/umbrella satisfy the requirement)
- \_\_\_ Sales price/valuation of home for judging. This can be marked as N/A on the Hacienda magazine page.
- \_\_\_ Home Owners Association (HOA) written approval or policy allowing for entry if required by HOA
- \_\_\_ Site, floor plan, and elevations or perspective drawing
- \_\_\_ Provide a written description of the house and Builder, for the home SFAHBA webpage (400 words or less) with builder name, contact information. (website, phone, email, social media URLs)

### **Checklist for SFAHBA and Hacienda Magazine:**

*Note: Builder will be interviewed by Hacienda Magazine representative for the Builder Profile.*

- \_\_\_ Builder Logo (High Resolution pdf, jpg, png, or similar file)
- \_\_\_ Home feature photo (may be provided by SFAHBA Parade photographer)
- \_\_\_ Magazine details page. Provide a list of features about the house that you want on the sidebar of the Builder page.
- \_\_\_ Contact SF New Mexican to enter Home Details – ex: Sq. Feet., etc.  
[https://www.santafenewmexican.com/haciendas/haciendasl\\_a\\_parade\\_of\\_homes/](https://www.santafenewmexican.com/haciendas/haciendasl_a_parade_of_homes/)

## **ELIGIBILITY, ENTRY REQUIREMENTS, RULES**

In order to participate in the Parade, a Participant must be a Builder Member in good standing with SFAHBA and a current licensed contractor by the State of New Mexico continuously from the date of this contract through December 31, 2020.

\*Featured Members must also be members in good standing of SFAHBA and be invited and approved to participate by the primary home entrant, the Builder Member.

Parade entry selections will be based solely on a first-come first-served basis. Deadline for entry is August 15<sup>th</sup> for Juried Competition.

Entries for new or Whole House Remodel Homes (defined as Level 3 in the International Building Code) that have not been entered in any SFAHBA competitions, which include both Parade of Homes and Remodelers Showcase will be considered. The Parade of Homes Committee reserves the right to review applications for homes in order to fill a maximum of 40 entries for the 2020 juried competition. Homes not previously entered in the Parade with a Certificate of Occupancy received no earlier than January 2015 may be approved for entry on a case-by-case basis. Other applications shall be inspected by Parade of Homes Chair prior to acceptance.

All documentation must be in the same company name as the builder / associate member, and this name will appear on all Parade published documents.

- If two SFAHBA members wish to be Co-Participants, at least one must be a builder member in good standing and be licensed by the State as noted above.
- Both members must approve the builder page in the Haciendas magazine.
- This event is for the exclusive purpose of promoting SFAHBA members.
- Hacienda Magazine Builder Pages will feature photos of Builders and Company Logo. Participants are urged to contact Santa Fe New Mexican representatives for Haciendas Magazine advertising information.

## **Substitutions**

If a Builder desires to substitute a different home from that of the original entry, this substitution will only be accepted if video production and website design work has not begun and under the terms of the original entry and entered up to a cut-off date of August 31, 2020. An additional administrative fee of \$500 will be due for an approved substitute.

## **Refunds**

A partial refund shall be granted if the entry is withdrawn from the event prior to video and website work being initiated. The applicant will forfeit \$1000 of the paid entry fee to SFAHBA and the remaining fees paid will be refunded. Requests for refund will not be accepted after video production and website design work has been initiated.

## **Haciendas Magazine Requirements**

Each Builder or Remodeler will receive a full page in the Haciendas magazine as part of their entry fee. The Magazine publisher (Santa Fe New Mexican) requires that features or description of the entry home and the accurate market price of entry (if listed for sale) during the Parade (refer to “Pricing” below) are due no later than September 1, 2020. The builder will be required to give written approval of photo used for the entry, and the builder page in a timely manner.

## **Pricing**

The Builder may project the market price during the Parade. If the Parade home is for sale, the market price published in the Haciendas magazine must be the selling price listed on all advertisements, MLS listing etc. The market price shall include: the home including land, sales commissions, overhead and profit, and all improvements and up-grades including all built-in appliances, landscaping, irrigation systems, architectural fees, interior design fees, and financing costs; excluding only furniture, window treatments and freestanding appliances. Failure to accurately list the price of the entry may exclude the entry from award eligibility. The Entrant must be able to substantiate the market price if requested by the Parade Committee. The Parade Committee will review the accuracy of the market price. Any information supplied by the Builder to substantiate the entry’s market price shall be held as proprietary and confidential. The price for a Whole House Remodel entry is to be the updated home value, not the cost of the remodel and retrofits.

Builders are not required to state the market price in the Haciendas-A Parade of Homes Magazine but must provide it for judging purposes.

Builders and Remodelers shall complete their homes on or before August 15th, 2020 to be included in the Juried Competition. If an entry is not fully complete, the committee reserves the right to note such in any advertising occurring during the Parade and the home may not be filmed or photographed in time for inclusion in the October 2020 launch, and therefore ineligible for judging.

**Completion includes, but is not limited to the following:**

- Certificate of Occupancy
- Access to home including all driveways and walkways
- All electrical work, including all lighting & fixtures must be complete
- All plumbing work, including fixtures must be complete
- Completed inspection for electrical and plumbing
- All finished floor coverings must be installed
- All cabinetry and their doors must be installed
- All tile work must be installed with grouting
- All built-in kitchen appliances must be installed
- All exterior and interior wall finishes, and the exterior color coat must be finished.
- The banisters and handrails on all interior and exterior stairwells must be permanently attached.

**Insurance**

The Builder must provide proof of insurance covering liability, bodily injury, and property damage, which names SFAHBA and the Property Owner (if different than the Builder) as “additional insured parties.” If builders are not the project owners (homeowner/investor/third party), they MUST secure additional insurance from the project owner (homeowner/investor/third party) that covers liability, bodily injury, and property damage, and which names SFAHBA as an additional insured party. The period of coverage must be for the date(s) of video shoot. The MINIMUM limit of liability coverage shall be \$1,000,000. Proof of insurance from Builder and Project Owner (homeowner/investor/third party) is required to participate in the Parade. Proof must be provided to SFAHBA prior to date of video / photography shoot.

## **Home Conditions**

The Builder agrees to have the home open and staffed with at least one builder representative and be show-ready during all video production dates and times.

During all video shoot date and times, the Builder shall ensure home is presentable for the filming, will supply safe access to the home and keep the home free of debris and potential hazards to their representatives, members of the SFAHBA Parade video production crew, and any other people entering the home property site. All areas of the home should be accessible. Exterior and interior lighting are required.

Builder will ensure home is cleaned to the conditions existing prior to the video / photography shoot at the conclusion of the shoot.

Interior decorating, furnishings and landscaping are recommended to enhance each home's appearance, but are not required. Builders are encouraged to make one bathroom or make a porta-potty available for video production crew use.

In compliance with the terms of this contract, the home must appear to be unoccupied during the Parade video production dates and times. Closets and cabinets with personal belongings should be closed.

The builder and owner shall hold SFAHBA harmless for theft of, or damage to, any personal property, or personal injury which occurs on the premises or in the home. The owner and/or builder shall be responsible for the defense of SFAHBA should SFAHBA have to defend itself as a result of any occurrences of the above.

## **2020 DATES**

August 31, 2020- Entry Deadline for Juried Competition

September 2020 - Home Completion Deadline for Juried Competition

September 1, 2020 – Haciendas Magazine information deadline

TBA - Judging Day(s)

TBA - Awards Announcement

## **JUDGING & AWARDS**

Juried Competition will be conducted utilizing the published online materials. Awards will be given in designated categories. The awards will be announced, published, and distributed as the 2020 Parade is launched online and announced again at a **2021** Haciendas: A Parade of Homes event.

The judging price groups will be determined by the Parade Committee after judging eligibility has been determined. The Parade Committee shall have the final authority to determine in which group a home will be judged.

## **SIGNING OF CONTRACT**

By signing this contract and submitting it with the required information and fees to SFAHBA, the builder agrees to our terms and conditions as set forth in this contract. Breach of any term or condition of this contract may result in exclusion from any or all advertising and events, forfeiture of the entry fee(s) and/or awards, and/or exclusion from current and future Parades.

**Beyond video production team and SFAHBA staff or designates, all other on site visits or open houses of Parade entrant homes by the public are outside of the scope of this contract. SFAHBA assumes no responsibility for in-person home visits which are organized by the Builder.**

Employees and volunteers of SFAHBA shall make every reasonable effort to ensure the accuracy of all advertising and representations. However, SFAHBA or any of its representatives shall not be liable for any loss resulting from an error including, but not limited to, any advertising, promotion, presentation, or any other like occurrence of a participating home or builder.





