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Santa Fe Area Home Builders Association
Builder/Remodeler Contract
2021 Haciendas – A Parade of Homes
August 13-15 & August 20-22, 2021

The [in-person] Haciendas: A Parade of Homes RETURNS this summer!

The Santa Fe Area Home Builders Association (“SFAHBA”) shall sponsor and promote the 2021 Haciendas – A Parade of Homes (hereinafter referred to as the Parade) on August 13-15 & 20-22.

The mission of the Parade is to promote an interest in:

- Santa Fe Living and Home Ownership in the Santa Fe and Northern New Mexico region
- New Homes
- Remodeling
- Responsible Construction
- To provide a unique marketing opportunity for builder and associate members and;
- To raise funds to support the operating budget of SFAHBA.

SFAHBA agrees to provide a comprehensive promotional program prior to and during the in-person and online event. Promotional items may include, but are not limited to, an event web-based online platform, print, radio, and TV media advertisements, the “Haciendas – a Parade of Homes” magazine, social media and internet marketing, posters, banners, directional and site signs, and a juried competition with awards presented online and LIVE at the Gala Awards Event.

2021 Haciendas Parade of Homes Features

Entry Fees:

In-Person or Virtual: Early Bird \$3,950 before May 30, 2021, \$4,450 after

Combo [In-Person and Virtual Parade Features: Early Bird \$4,450 Early, \$4950 after

2020 Virtual Parade Re-Entrant: \$2500 *non-juried

Featured Members \$700

| Benefits of Entry Levels | In-Person Parade Entry | Virtual Parade Entry | COMBO In-Person / Virtual Parade Entry | 2020 Virtual Parade Return-Entrant |
|--|-------------------------------|-----------------------------|---|---|
| Ticketed In-Person Visits to Homes 8/13-15 & 8/20-22 | ✓ | | ✓ | ✓ |
| Full Page in Summer Edition Haciendas Magazine | ✓ | ✓ | ✓ | ✓ |
| Home Rendered drawing and description featured on SantaFeParadeofHomes.com | ✓ | ✓ | ✓ | ✓ |
| Builder provided VIDEO of home featured on Parade Website & Social Media Channels | | ✓ | ✓ | ✓ |
| Builder Provided PHOTOGRAPHY GALLERY of Home Featured on Parade Website & Social Media Channels | | ✓ | ✓ | ✓ |
| Judges Visit Parade Homes and Entrance into Awards Competition. | ✓ | ✓ | ✓ | |
| Home Featured in (DAY OF) LIVE PARADE Streaming Events / VIDEO, and Photo Exhibits on SantaFeParadeofHomes.com & SFAHBA Social Media Channels | ✓ | | ✓ | ✓ |
| Exclusive boosted social media posts recognizing Builders and Homes | ✓ | ✓ | ✓ | ✓ |
| Listed as co-host on Facebook events | ✓ | ✓ | ✓ | ✓ |
| Invitation to appear on Build Together Radio Show (airs weekly on KTRC 1260AM, 103.7 & Online) | ✓ | ✓ | ✓ | |
| Logo on printed and online Parade materials | ✓ | ✓ | ✓ | ✓ |
| Tickets to Parade of Homes and Gala Events | 2 - Gala 8 - Parade | 2 - Gala 8 - Parade | 2 - Gala 8 - Parade | 2 - Gala 8 - Parade |

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, 2021. **Failure to be current in any monetary obligation with SFAHBA or its publication(s) constitutes a breach of this contract and will result in exclusion from participation in this event and forfeiture of all entry fees.**

**Featured Members are key members of your build team who you (builder entrant) invite to be featured alongside your company in the Parade promotional package. See separate featured member agreement.*

In addition to meeting deadlines for Haciendas Magazine, Virtual and Combo Parade Entrants must deliver photography and video assets to SFAHBA by August 1st in order to have them featured on the Parade website prior to Parade launch date of August 13th. Virtual/Combo entrants must use official SFAHBA Parade Photographers/Videographers to create portfolios.

Parade entry selections will be based solely on a first-come first-served basis. Deadline for entry is June 25, 2021 for the 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 the SFAHBA Parade of Homes competition will be considered. **[Exception for 2021 only] 2020 Virtual Parade of Homes Entrants may return as non-juried entrants for 2021 Parade.** The Parade of Homes Committee reserves the right to review applications for homes in order to fill a maximum of 40 entries for the 2021 juried competition. Homes must be within approximately 20 miles of Santa Fe Plaza to enter the 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 the 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 photo(s) of Builders and Company Logo. Participants are urged to contact Santa Fe New Mexican representatives for Haciendas Magazine advertising information: Clara Holiday - choliday@sfnewmexican.com.

Substitutions

If a Builder desires to substitute a different home from that of the original entry, this substitution will only be accepted under the terms of the original entry and entered up to a cut-off date of June 25, 2021. 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 on or before June 25th, 2021. The applicant will forfeit \$1000 of the paid entry fee to SFAHBA and the remaining fees paid will be refunded. Requests after June 30th shall not be given a refund.

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 June 25th, 2021. The builder will be required to give written approval of the photo used for the entry, and the builder page in a timely manner.

Home Valuation

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 and/or Judges Panel 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.

If a home is not for sale, 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 9th, 2021. 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 be ineligible for judging or viewing by the public.

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 stairways must be permanently attached.

Builder Checklists

For information about the Parade: contact – tanya@sfahba.com

ENTRY DEADLINE: June 25, 2020 for 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
- Return signed agreement of Homeowner (if not owned by the entrant)
- Verify Featured Member(s) fee(s) paid (\$700)
- Signed contract delivered to SFAHBA with homeowner's signature if applicable.
- Sign Deposit: \$500 paid by check or credit card
- 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
- Written Parking plan (if necessary) sent to SFAHBA by August 9th
- 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)
- Provide 100 words about Featured members for inclusion in online Parade promotional materials

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) (June 25)
- Rendered drawing (provided by SFAHBA Artist) (June 25)
- Magazine details page. Provides a list of features about the house that you want on the sidebar of the Builder page. (June 25)
- Virtual and COMBO Parade entrants deliver photography & video files to SFAHBA (by August 1)
- Upload Home Details / Photos / Featured Members, etc to Santa Fe New Mexican Hacienda Magazine Online Portal – ex: Sq. Feet., etc.

OPEN HOUSE REQUIREMENTS

Insurance

Builder must provide proof of general liability insurance covering bodily injury, and property damage, and names SFAHBA and the property owner (if different than the builder) as “additional insured.” If builders are not the project owners (homeowner/investor/third party), the homeowner/investor/third party MUST provide proof of liability insurance covering bodily injury and property damage and names SFAHBA as additional insured. The period of coverage must be August 10th through August 23th, 2021. 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 by July 15, 2021.

Parade of Homes Tickets

Tickets will be sold to the public online and at Parade sites for \$20 each. Each person entering the home, with the exclusion of children 18 or under, must have a purchased ticket for the Parade. Each Parade entrant is given 8 complimentary tickets. Parade builders are able to purchase extra tickets at a reduced price of \$15.00 for the first 50 tickets. Licensed Realtors may enter homes by presenting a business card at each home. Their clients, however, will need a purchased ticket.

The Parade Committee will provide ticket sellers to be present at select homes as determined by the Parade of Homes Committee. The ticket sellers are not to be considered a substitute for a builder’s representative, and they are not to be left at the home without a builder’s representative. Builders shall provide seating, shade, and shelter for ticket sellers.

Builder Representative and ticket seller volunteers will work to maintain allowable numbers of Parade goers inside the Parade homes per NM Dept of Health and/or CDC.

Haciendas Directional & Showcase Site Signs

A sign deposit of \$500 is required (credit card or check) at the time of contract for: one (1) site sign and four (4) directional signs for each home. The builder is required to install the site sign in-ground by the end of day, August 12, 2021 and keep it on display during judging and open house days. Builders should have all directional signs in place by 11:00 am on Friday mornings and removed at the end of the day on Sundays. Directional signs should not be left up between the weekends of the Parade. Builders are responsible for keeping the signs clean and secure until they are returned to SFAHBA. Signs will be available for pick up (at SFAHBA office) by July 31, 2021. Builders must return signs to the SFAHBA office by August 31st, 2021. Signs must be checked in with office staff for a return of the sign deposit.

Conditions

During all show hours open to the public, the builder will supply safe access to the home and keep the home free of debris and potential hazards to their representatives, members of the Parade of Homes committee(s), the public, and any other people entering the home site. All areas of the home should be accessible. Exterior and interior lighting are required to participate in the optional Twilight Tour. Interior decorating, furnishings and landscaping are recommended to enhance each home's appearance, but are not required. Builders are encouraged to provide one bathroom for public use.

Builder entrants are responsible for providing parking assistance and/or signage if necessary, and will provide protocol for security gate access if necessary to view the home.

Builder entrants are responsible for advance communication and interactions with Home Owners Associations and neighbors in close proximity to Parade homes.

In compliance with the terms of this contract, the home should appear to be unoccupied during the Parade dates. Closets and cabinets should be empty and free of any of the owner's personal property.

The builder and owner shall hold SFAHBA harmless for theft of or damage to any personal property 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.

Legally licensed assistance dogs shall be allowed inside homes unless the builder /homeowner has a health-related concern. Non-licensed animals may be excluded. If the builder or owner chooses to exclude photography, a sign saying so must be prominently displayed at the entrance to home.

JUDGING & AWARDS

The judging will be conducted August 10, 2021. Builders will be given either a morning or afternoon time for judging. Judges may wish to revisit homes and builders should be available for revisits. If a home is not completed (refer to Completion) by the appointed judging time it may be ineligible for judging. Awards will be given in designated categories. The awards will be presented at the Gala Awards Dinner, Tuesday, August 17, 2021. 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 house will be judged. (Refer to Pricing)

2021 DATES AND HOURS

The builder agrees to have the home open and staffed with at least one builder representative and be show-ready during all Public Open House days and times.

| | |
|-------------------------------------|---|
| May 10 | Begin Early Bird Registration - \$3,950.00 (COMBO \$4450) |
| May 30 | Early Bird Registration ends. All Early Bird fees paid, contracts signed, plans delivered, Haciendas Magazine interviews scheduled, photos sent |
| June 1 - June 30 | Entry Fee \$4,450 / Combo \$4950 / 2020 Re-Entrant \$2500 |
| August 9 | Home Completion Deadline |
| August 10 | Judging Day(s) |
| August 13-15, 20-22 11 am - 6 pm | Parade Public Open House |
| August 20 4-9 pm | Twilight Tour (Optional) |
| August 17 5-7 pm | Gala Awards Dinner at The Club at Las Campanas |
| September TBD | Wrap-up & Review Lunch 11:30 am at SFAHBA |

*Early Bird rate will be given to any Parade participant who is a newly-joined SFAHBA member or has not been a member for over five years, regardless of entry date.

Builders will receive 2 tickets for Gala Awards Dinner for each home in the Parade. Extra Gala tickets available for \$120 each (limited number)

APPLICANT INFORMATION (please print)**Company Name (for marketing and Parade signage):** _____**Contact Name** _____**Contractor License#** _____ **Name on License** _____*Please explain if name on the license is different from the SFAHBA Builder Member Company name.*

Company Mailing Address: _____**City:** _____ **State:** _____ **Zip:** _____**Phone:** _____ **Email:** _____**Website (for clickable links):** _____**PARADE HOME ENTRY INFORMATION (please print)**

Street Address of Entry: _____ Subdivision _____

Contact Name(s) _____

Full listing price during the Parade or full valuation of home _____

On-site person name and Cell Phone # for contact during judging and for emergency contact during parade - list more than one if necessary.

Name, phone, email for general entry questions such as magazine information, insurance, location, etc.

You will receive a confirmation email containing information on uploading logos, images, and company description.

SIGNING OF CONTRACT:

By signing this contract and submitting it with the required information and fees to SFAHBA, the builder and owner agree 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.

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.

SFAHBA Board of Directors has the right to reject any contract. In addition, the builder and owner shall hold harmless, protect and indemnify SFAHBA officers, directors, agents, employees, volunteers and its Parade Committee from and against any loss, claim or damage sustained as a result of personal injury or other loss caused to any person or property by defect or dangerous condition in their respective Parade entry home.

The Parade of Homes committee reserves the right to change eligibility requirements, or any other terms of the Parade of Homes contract from year to year. This 2021 version of the Parade of Homes contract is the only valid contract that will be accepted by SFAHBA.

Eligibility will be determined by a complete packet approved by the Parade of Homes Chair and received at SFAHBA offices, 2520-B Camino Entrada. All information listed above must be on-time and complete. SFAHBA will not accept incomplete packages - no exceptions.

Dispute Resolution: Any dispute arising out of or related to any provision or term of this contract shall be settled through binding arbitration as provided by and according to the Rules and Procedures of Construction Dispute Resolution Services, LLC. The parties understand that by utilizing binding arbitration, they are waiving their rights to utilize the court system to settle their dispute. The parties hereby agree that the arbitrator, as part of the arbitration award, shall allocate the expense of the arbitration including reasonable attorney's fees and related expenses, to the prevailing party as he/she deems appropriate. The arbitration award shall be enforceable in any court of competent jurisdiction.

ACCEPTANCE

Print Name Builder Member Representative: _____ **Title:** _____

Signature: _____ **Date:** _____

Signator is authorized to commit organization / business

Print Name secondary member (co-entrant): _____ **Title:** _____

Signature: _____ **Date:** _____

Print Name Homeowner: _____ **Title:** _____

Signature: _____ **Date:** _____

Print Name SFAHBA Representative: _____ **Title:** _____

Signature: _____ **Date:** _____

Please make two checks payable to SFAHBA.
One for Entry Fee (Early Bird \$3,950 –OR –Regular Entry \$4,450)
One for Sign Deposit (\$500)
return both, along with this contract

Santa Fe Area Home Builders Association 2520-B Camino Entrada Santa Fe, NM 87507
Contact: Tanya Dorame 505.982.1774 tanya@sfahba.com

Packet Received by: _____
[Date] _____

Approved by: _____
[Chair/Staff] _____
[Date] _____