

FEATURED MEMBER CONTRACT



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 16, 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.

Featured Member Entrants shall:

- Have their logo and tagline featured on SFAHBA’s home / remodel entrant’s 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
 - Interactive website features to generate client leads for Featured Members
 - Display logo and tagline on SFAHBA.COM "Find-A-Pro" database
- Be granted commercial usage, from the SFAHBA photographer/videographer, Daniel Nadelbach Photography, LLC of 5 still images of their choice of those 30 taken for the Primary Sponsor/Builder from both day and sunset/twilight photo shoots for commercial promotion and” usage on the featured member 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 business promoted as part of the overall Parade marketing package which may include Local, State, and National online, print, radio, and/or TV markets.

ENTRY REQUIREMENTS, ELIGIBILITY:

In order to participate in the Parade as a Featured Member for a specific Parade home entrant, participant must be a SFAHBA member in good standing and be approved to participate by the primary home entrant, the Builder Member.

All documentation must be in the same company name as the Featured Member, and this name will appear on all Parade published documents.

- This event is for the exclusive purpose of promoting SFAHBA members.
- Hacienda Magazine Builder Pages may feature photos of Builder's Company and Featured Member(s) logos. Participants are urged to contact Santa Fe New Mexican representatives for Haciendas Magazine advertising information.

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 Checklists

Information about the Parade: contact – Tanya@sfahba.com

- ___ SFAHBA membership dues paid
- ___ Entry fee Paid (\$300) *SFAHBA member dues paid (\$675)
- ___ Return signed agreement of Featured Member
- ___ Logo delivered to SFAHBA (email jpg / png to Tanya@SFAHBA.com)
- ___ Company tagline delivered to SFAHBA, emailed to Tanya@SFAHBA.com
- ___ Provide written description of the work or other home features provided by the Featured Member for the home to be included on SFAHBA webpage (100 words or less) along with Featured Member name, contact information, (website, phone, email, social media URLs) emailed to Tanya@SFAHBA.com

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 \$250 of the paid entry fee to SFAHBA and the remaining fees paid will be refunded. Requests for refunds received after video production and website design work has been initiated shall not be given a refund.

Eligibility will be determined by a complete packet approved by the Parade of Homes Chair and received at SFAHBA offices, 2520-B Camino Entrada, Santa Fe 87507 or emailed to Tanya@sfaaha.com

All information listed above must be on-time and complete. SFAHBA will not accept incomplete packages - no exceptions.

FEATURED MEMBER INFORMATION (please print)

SFAHBA Builder / Associate Member Company		Contact Name	
Mailing Address		City	State Zip
Phone #	Cell Phone #	E-mail	Web Address

Social Media Handles / URLs (Facebook, Instagram, twitter, Pinterest, etc.)

(check box) I would like to be tagged in social media posts featuring my Parade home

2020 DATES

- August 15, 2020- Entry Deadline for Juried Competition
- August 15, 2020 - Home Completion Deadline for Juried Competition
- Sept 1, 2020 – Haciendas Magazine information deadline
- TBA - Judging Day(s)
- TBA - Awards Announcement

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 designees, all other onsite 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 or Featured Members.

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.

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 and Signature of SFAHBA Builder / Associate Member Date

Print Name and Signature of SFAHBA Representative Date

Please make checks payable to SFAHBA.

Featured Member (\$300 entry) + (\$675 membership dues, if applicable)

return payment along with this contract to:

Santa Fe Area Home Builders Association 2520-B Camino Entrada Santa Fe, NM 87507

Contact: Tanya Dorame 505.982.1774 Tanya@sfahba.com

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 2020 version of the Parade of Homes contract is the only valid contract that will be accepted by SFAHBA.

Packet Received [DATE]: _____ **Approved by:** _____ **Date:** _____