



## PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Cabin Source: Dallas CASA Parade of Playhouses



Source: Gary Kerns Homebuilders, 2019 Home Show Parade of Playhouses



Victorian Source: Dallas CASA Parade of Playhouses



Source: Bickimer Homes, 2019 Home Show Parade of Playhouses

## PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Source:  
Playhouse  
Parade  
Billings, MT

Source: [?]

[?]



Ninja Source: Ernst Brothers Construction 2019 Home Show Parade of Playhouses



## SUPPORT THE COMMUNITY

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The Home Builders Foundation Fund of Greater Kansas City was formed in 2002 as the charitable arm of the Home Builders Association of Greater Kansas City. The HBA's Foundation is committed to supporting the Kansas City community in three main areas:

- 1) Education related to the construction industry
- 2) Development and/or redevelopment of Kansas City area communities and
- 3) Charitable causes (such as human services like transitional and supportive services and housing)

## PARTICIPATE IN THE PARADE OF PLAYHOUSES

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Featured on Fox4 last year, the Parade of Playhouses is a fun opportunity to align your brand with a local charity and reach consumers at the show and those watching TV at home. To participate in the Parade of Playhouses, the HBA Foundation is asking for a donation of \$2,500. As a participant in the Parade of Playhouses, you will receive:

- An area next to the playhouse to display your company's promotional materials
- Social media marketing before, during and after the event
- Company name and link on the Home Show website ([kchomeshow.com](http://kchomeshow.com))
- Recognition in the 2021 Spring Parade of Homes guide
- 2 free tickets to attend the Spring Parade of Homes Awards Ceremony
- Deadline to enter a playhouse is Fri., Jan. 15, 2021

## SPONSOR THE PARADE OF PLAYHOUSES

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This is a priceless opportunity to promote your company to thousands while aligning your brand with a worthy cause! The HBA Foundation is asking for a donation of \$5,000 to be the presenting sponsor of the 2021 Parade of Playhouses. As presenting sponsor, you will receive:

- Area near the Parade of Playhouses to display your company's promotional materials
- Opportunity to announce winners of playhouses at the 2021 Spring Parade of Homes Awards Ceremony
- Social media marketing before, during and after the event
- Opportunity to network with builders of playhouses, consumers and Parade participants
- Opportunity to present donation to charitable organization
- Recognition in the 2021 Spring Parade of Homes guide
- 4 free tickets to attend the Spring Parade of Homes Awards Ceremony





## **SPECS SHEET FOR PARADE OF PLAYHOUSES PARTICIPANTS**

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- Total space available to Sponsor for use: 18' x 18'
- Suggested Playhouse Dimensions: 6'0" H x 6'0" W x 6'0" L
- Must be easily lifted by a small forklift
- Must be designed for outdoor use
- No sharp edges or unfinished materials
- No company logos or signage should be on playhouse itself
- Sponsor is responsible for transporting the playhouse to NFM, including a forklift for loading and unloading
- Sponsor is NOT responsible for transporting the playhouse to the winners' home
- Playhouses will be explored and touched by thousands of people, including children, so please pay special attention to exposed corners, exposed nails or screws, etc.
- Sponsor is responsible for decorating
- Props and toys inside playhouse enhance the overall look and desirability
- Please notify the HBA if playhouse requires electricity
- Playhouses must be delivered to NFM by Fri., April 23, 2021.

## **TIMELINE FOR HBA PARADE OF PLAYHOUSES PARTICIPANTS**

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Feb. 1, 2021 – Deadline to reserve your space in the Parade of Playhouses

April 23, 2021 – Deliver playhouse to Nebraska Furniture Mart

April 24-May 9, 2021 – Playhouses on display at Nebraska Furniture Mart

April 24, 2021 – Online auction opens at 11:00 a.m.

May 9, 2021 – Online auction ends at 6:00 p.m.

May 10, 2021 – Playhouses picked up from NFM and delivered to auction winners

## **CANCELLATION POLICY FOR PARADE OF PLAYHOUSES PARTICIPANTS**

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A 10% administration fee will be assessed for cancellations after Fri., Feb. 26, 2021. If you can find someone to take your place in the Parade of Playhouses, you will receive a full refund.



## PARTICIPANT CONTRACT FOR 2021 PARADE OF PLAYHOUSES

I will donate \$2,500 to the HBA Foundation to reserve my spot in the 2021 Parade of Playhouses. I will provide a completed playhouse, including all design, materials and labor (all designs must be approved in advance by HBA). I agree to adhere to the guidelines and timetable as outlined.

**Deadline to reserve your space for a playhouse is Fri., Jan. 15, 2021.**

\_\_\_\_\_  
Company Name(s) (as it should appear in recognition materials)

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Address, City, State, ZIP Code

Visa     MasterCard     American Express

Name on Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

CSV \_\_\_\_\_

Billing ZIP Code \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

To reserve your spot in the Parade of Playhouses, a non-refundable deposit of \$250 is due by Fri., Jan. 15, 2021. The balance is due in full by Mon., Feb. 15, 2021.

Please return signed contract and remit payment to Kari English, HBA staff liaison. Email: [Kari@kchba.org](mailto:Kari@kchba.org) or mail to 600 E. 103<sup>rd</sup> St. KC, MO 64131. Contact Kari English at [Kari@kchba.org](mailto:Kari@kchba.org) or call 816-942-8800 with questions.



## SPONSOR CONTRACT FOR 2021 PARADE OF PLAYHOUSES

I will donate \$5,000 to the HBA Foundation to reserve my sponsorship of the 2021 Parade of Playhouses.

\_\_\_\_\_  
Company Name(s) (as it should appear in recognition materials)

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Address, City, State, ZIP Code

Visa     MasterCard     American Express

Name on Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

CSV \_\_\_\_\_

Billing ZIP Code \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

To sponsor the Parade of Playhouses, please return signed contract and remit payment to Kari English, HBA staff liaison. Email: [Kari@kchba.org](mailto:Kari@kchba.org) or mail to 600 E. 103<sup>rd</sup> St. KC, MO 64131.

Questions? Contact Kari English at [Kari@kchba.org](mailto:Kari@kchba.org) or call 816-942-8800.