



PARADE OF PLAYHOUSES

A CHARITABLE FUNDRAISER



The Parade of Playhouses is the Home Builders Association of Greater Kansas City's spring fundraiser for its Foundation.

You're invited to join this fun and creative fundraiser by designing and building a unique playhouse to be auctioned off to the highest bidder.

Playhouses will be displayed at Nebraska Furniture Mart during the 2021 Spring Parade of Homes, April 24-May 2.

Consumers will have the opportunity to vote for their favorite playhouse and the winner will be given the Pick of the Parade award.

A panel of judges will also inspect the playhouses and an award will be presented to the most innovative playhouse. There will also be a prize for the home that raises the most money.

PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Source: Dallas CASA Parade of Playhouses



Source: Grant's
Custom Homes, 2020
Parade of Playhouses



Source: KCHBA Young Professionals,
2020 Parade of Playhouses



Source: Bickimer Homes, 2019
Home Show Parade of Playhouses

PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Source: Ernst Brothers Construction,
2020 Parade of Playhouses



Source: Excelsior Springs High School,
2020 Parade of Playhouses



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



Source: Gardner Edgerton School District,
2020 Parade of Playhouses



SUPPORT THE COMMUNITY

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 KCHBA'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

Featured on 3 local TV stations last year, the Parade of Playhouses is a fun opportunity to align your brand with a local charity and reach consumers watching TV at home. To participate in the Parade of Playhouses, the KCHBA 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 KCHBA website (kchba.org)
- 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 Mon., Feb. 1, 2021

SPONSOR THE PARADE OF PLAYHOUSES

This is a priceless opportunity to promote your company to consumers while aligning your brand with a worthy cause! The KCHBA 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
- Company logo with link on marketing materials, KCHBA website and auction site
- Opportunity to present donation to charitable organization
- Recognition in the 2021 Spring Parade of Homes guide
- Full page ad in either the Spring or Fall 2021 Parade of Homes guide
- One dedicated email to KCHBA's consumer list (7,500 subscribers)
- 4 free tickets to attend the Spring Parade of Homes Awards Ceremony



SPECS SHEET FOR PARADE OF PLAYHOUSES PARTICIPANTS

- 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 bringing a forklift for 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
- Playhouses must be delivered to Nebraska Furniture Mart by Fri., April 23, 2021

TIMELINE FOR KCHBA PARADE OF PLAYHOUSES PARTICIPANTS

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.

April 28, 2021 – Spring Parade of Homes Awards Ceremony (Winners of Pick of the Parade & Innovation Award announced)

May 2, 2021 – Online auction ends at 6:00 p.m.

May 3, 2021 – Playhouses picked up from NFM and delivered to auction winners

CANCELLATION POLICY FOR PARADE OF PLAYHOUSES PARTICIPANTS

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 KCHBA 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 and that I am responsible for transporting the playhouse to NFM, including bringing a forklift for unloading.

Deadline to reserve your space for a playhouse is Mon., Feb. 1, 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 Mon., Feb. 1, 2021. The balance is due in full by Mon., Feb. 26, 2021.

Please return signed contract and remit payment to Kari English, KCHBA staff liaison. Email: Kari@kchba.org or mail to 600 E. 103rd St. KC, MO 64131. Contact Kari English at Kari@kchba.org or call 816-942-8800 with questions.



SPONSOR CONTRACT FOR 2021 PARADE OF PLAYHOUSES

I will donate \$5,000 to the KCHBA 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

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