

Join Us!

foundations
for the
future



2023
**parade
of
playhouses**

UNION STATION



MARCH 27 - APRIL 1

The Parade of Playhouses is the Home Builders Charitable Foundation's largest fundraiser. This event is fun and creative, allowing our builders along with local area high schools and career centers to design and build unique playhouses to be auctioned off to the highest bidder.



Full details at KCHomework.com

PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Elevate Design + Build | 2021 Playhouse



Grants Custom Homes | 2020 Playhouse



Ernst Brothers Construction | 2022 Playhouse



Bonner Springs High School | 2022 Playhouse

PLAYHOUSE IDEAS TO SPARK YOUR CREATIVITY



Basehor-Linwood High School | 2022 Playhouse



Gary Kerns Homebuilders | 2021 Playhouse



Excelsior Springs School District | 2021 Playhouse



Independence School District | 2022 Playhouse



parade of playhouses

WHAT IS THE PARADE OF PLAYHOUSES?

Build a playhouse to be auctioned off to the highest bidder. Your playhouse will be displayed at Union Station and viewed by thousands of people daily. Consumers will have the opportunity to bid on a playhouse online and vote for their favorite playhouse via QR codes displayed on each house. A panel of judges will inspect the playhouses and awards will be presented for Pick of Parade, Best in Craftsmanship, and Best in Innovation.

All proceeds from the sales of the playhouses will be donated to KCMO Science City.

SUPPORT THE COMMUNITY

This event is a fundraiser for the Home Builders Charitable Foundation. So many of our best memories happen at home: a child's first steps, playing in the backyard, music lessons, prom night and graduation day. A strong, livable neighborhood should be available to all in our society. That is why the Home Builders Association of Greater Kansas City (KCHBA) established the Home Builders Charitable Foundation in 2002 as the charitable arm of the KCHBA. The fund is dedicated to supporting the Kansas City community in three main areas:

- 1) Increasing career opportunities in the skilled trades by supporting educational programs and job training resources related to the construction industry
- 2) Supporting the revitalization of Kansas City area communities
- 3) Assisting charitable causes, such as human services like transitional housing and supportive services

PARTICIPATE IN THE PARADE OF PLAYHOUSES

Get in front of the 1,500 people who visit Science City every day. Featured on every local TV station last year, the Parade of Playhouses is an opportunity to align your brand with a local charity and reach consumers. To participate in the Parade of Playhouses, the Home Builders Charitable 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 throughout the event
- Social media marketing before, during and after the event
- Company name and link on the KCHBA website (kchba.org) and bidding platform
- Recognition at the 2023 Foundations for the Future Awards Luncheon on April 1
- Signage at event



**HOME BUILDERS
ASSOCIATION**
OF GREATER KANSAS CITY



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SPONSOR THE PARADE OF PLAYHOUSES

Be seen by thousands of people who visit Union Station every day! The 2023 Parade of Playhouses is a priceless opportunity to promote your company to consumers and KCHBA members while aligning your brand with a worthy cause!

\$7,000 | PALACE SPONSOR (LIMIT 1) INCLUDES:

- Title placement of company logo on Parade of Playhouse event signage for a week at Union Station
- Title placement of company logo on KCHBA website
- Company logo on mobile app exclusively
- Opportunity to speak at Foundations for the Future luncheon at Union Station
- Opportunity to present winners with awards at Foundations for the Future luncheon
- Social media recognition before, during and after the event
- Opportunity to present donation to charitable organization
- 2 free tickets to attend the Spring Parade of Homes Awards Ceremony

\$2,000 | A NIGHT IN THE CITY EVENT SPONSOR (LIMIT 2) INCLUDES:

- Extensive networking with housing-related businesses, city officials and other leading decision-makers
- Company signage prominently displayed in and around the reception at Science City
- Company logo on all reception marketing materials
- Recognition in social media posts as sponsor
- Recognition at Foundations for the Future luncheon

\$1,000 | REALTOR SPONSOR (LIMIT 1 PER PLAYHOUSE) INCLUDES:

Promote your company to thousands every day at Union Station by being the listing agent for one of the playhouses! The realtor that raises the most money for their playhouse will receive a prize. This sponsorship includes:

- Opportunity to display your yard sign next to playhouse at Union Station for the week
- Ability to promote your company with marketing materials in and around the playhouse
- Opportunity to host an "open house" at the playhouse and invite potential bidders
- Prominent placement of company logo on KCHBA website
- Prominent placement of company logo on Parade of Playhouses event signage
- Recognition on social media
- Invitation to and recognition at the Foundations for the Future Luncheon

\$250 | FLOOR DECAL SPONSOR INCLUDES:

- Floor decal in front of playhouse on sidewalk
- Listing on KCHBA website
- Recognition at Foundations for the Future luncheon



SPECS SHEET FOR THE PARADE OF PLAYHOUSES PARTICIPANTS

- Total space available to sponsor for use: 18' x 18'
- Required playhouse dimensions: 6'0" H x 6'0" W x 6'0" L – If you must, you can build up; **width must not exceed 6'0"**
- 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
- Electrical or water features are allowed, but we cannot guarantee there will be an outlet or water source for your use
- Sponsor is responsible for transporting the playhouse to Union Station
- 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
- If assembly is required for playhouse, sponsor must disassemble prior to delivery to buyer
- Playhouses must be delivered to Union Station by Monday, March 27, 2023

TIMELINE FOR KCHBA PARADE OF PLAYHOUSES PARTICIPANTS

December 16, 2022: Deadline to reserve your space in the Parade of Playhouses

March 27, 2023: Deliver playhouse to Union Station

March 27 – April 1, 2023: Playhouses on display at Union Station

March 28, 2023: Online auction opens at 9:00 a.m.

April 1, 2023: Parade of Playhouses/KC MADE Awards Luncheon

April 1, 2023: Online auction ends at 5:00 p.m.

April 2, 2022: Playhouses picked up from Union Station and delivered to auction winners

CANCELLATION POLICY FOR PARADE OF PLAYHOUSES PARTICIPANTS

A 10% administration fee will be assessed for cancellations after Fri., Feb. 3, 2023. If you can find someone to take your place in the Parade of Playhouses, you will receive a full refund.



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PARTICIPANT CONTRACT FOR THE 2023 PARADE OF PLAYHOUSES

I will donate \$2,500 to the Home Builders Charitable Foundation to reserve my spot in the 2023 Parade of Playhouses. I will provide a completed playhouse, including all design, materials and labor (all designs must be approved in advance by KCHBA. I agree to adhere to the guidelines and timetable as outlined and that I am responsible for transporting the playhouse to Union Station.

Deadline to reserve your space for a playhouse is Fri., Dec. 16, 2022.

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

Contact Name

Email _____ Phone _____

Address, City, State, ZIP Code

☐ Visa

☐ American Express

☐ MasterCard

Name on Credit Card _____ Expiration Date _____

Card Number _____ CSV _____

Signature _____ Date _____

To reserve your spot in the Parade of Playhouses, a non-refundable deposit of \$250 is due by Friday, December 16, 2022. The balance is due in full by Monday, February 27, 2023.

Please return signed contract and remit payment to Jordynn Webster, KCHBA staff liaison.

Email: Jordynn@kchba.org | Mail to 600 E. 103rd St. KC, MO 64131.

Contact Jordynn Webster at Jordynn@kchba.org or call 816-942-800 with questions.



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SPONSOR CONTRACT FOR THE 2023 PARADE OF PLAYHOUSES

- ☐ Palace Sponsor | \$7,000
- ☐ A Night in the City Event Sponsor | \$2,000
- ☐ Realtor Sponsor | \$1,000
- ☐ Floor Decal Sponsor | \$250

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

Contact Name

Email _____ Phone _____

Address, City, State, ZIP Code

☐ Visa

☐ American Express

☐ MasterCard

Name on Credit Card _____ Expiration Date _____

Card Number _____ CSV _____

Signature _____ Date _____

To participate as a sponsor in the Parade of Playhouses, please return signed contract and remit payment to Jordynnn Webster, KCHBA staff liaison.

Email: Jordynnn@kchba.org | Mail to 600 E. 103rd St. KC, MO 64131.

Questions? Contact Jordynnn Webster at Jordynnn@kchba.org or call 816-942-8800.



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