

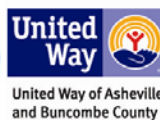
Calling all homebuilders!

United Way, Asheville Mall, Asheville Radio Group, and Asheville Homebuilders Association present

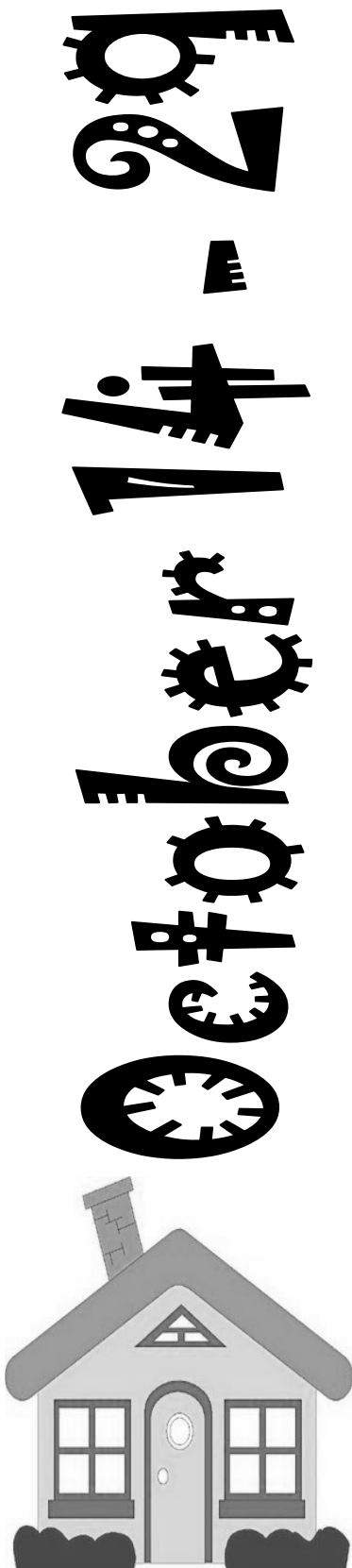
PARADE OF PLAYHOMES

Benefits for you when you decide to LIVE UNITED in 2009 doing what you do best!

- Your handiwork showcased October 15-29 in a high traffic area of The Asheville Mall accompanied by your marketing materials
 - Your company highlighted in various advertisements
 - Tax-deduction for auction price of your donated playhome
 - Supplier discounts provided to assist you with the construction of your playhome
 - A \$500 ad schedule on your choice of any of Asheville Radio Groups 4 radio stations for first 10 participating builders.
 - Relationship-building and recognition opportunities with hundreds of United Way's major donors during a Live Auction event on the evening of October 29
- See reverse side for playhome specifications and event details



Playhome Specifications and Event Details



Participating Builder Requirements

- ☞ Design and build a child's playhome featuring your signature style or creative flare.
- ☞ Expenses involved in the construction of the playhome as well as donations made by subcontractors and supplies, are tax deductible as charitable contributions. United Way is working with local suppliers in order to offer discounts on building supplies.
- ☞ The floor system of each playhome should be built on a 6' X 8' or 6' X 10' platform.
- ☞ The total height of the playhome from the bottom of the floor system to the top of the roof should not exceed eight feet. However, the playhome must fit through a 6' X 6' Media Door at the Asheville Mall, therefore, additional height over 6' up to 8' must be constructed and subsequently dismantled on site prior to delivery.
- ☞ Builder to move the playhome to Asheville Mall after 9:30 pm on October 14, 2009. Builder and crew will be allowed to do any onsite construction additions, assembly, or playhome decorations throughout the night of October 14-15. Playhome must be completed in time for Mall opening at 9:30 am on October 15.
- ☞ Every attempt should be made to consider the unique needs of the child "occupants" of the playhome when designing.
- ☞ If playhome design incorporates plumbing or electrical service, it must comply with appropriate building codes and installation standards. Please note inclusion of such is optional. While on display at Asheville Mall such aspects will be non-functional in order to comply with building codes.
- ☞ Any furniture or furnishings included in the playhome will become the property of buyer.
- ☞ A declaration of value of donated playhome must be provided by Builder for Auction.
- ☞ During October 14 onsite assembly, photos and video will be taken of playhome for inclusion in press releases and advertisements. Builder can request a picture to include in Live Auction invitation that will be mailed to 2,000 United Way donors if playhome exterior is complete by September 30.
- ☞ Builder must dismantle any assembled components following the Auction on October 29 so playhomes can be moved safely. If reassembly is required by buyer, Builder must provide instructions for assembly.

Construction and Display Suggestions

- ☞ Make use of various surplus materials you may have stored and can't quite find a use for—odd sized doors and windows, shingles, siding, etc. Ask your subcontractors and suppliers for donations based on the requirements of your design.
- ☞ Utilize the ideas engendered by the photographs of playhomes constructed in various parts of the U.S. to benefit local charities. Remember that while some of the features may seem extravagant, the very small size of the playhomes, coupled with the tax deductibility of the materials utilized, facilitate the affordability of the feature and enhance the auction value.
- ☞ Decorate the inside of your playhome with curtains, furniture, etc.
- ☞ Provide marketing materials about your company to include while on display at Asheville Mall.
- ☞ Build a playhome that reflects your incorporates your design aesthetic and creativity (within the specifications). Feel free to get wild with it! Set yourself apart from the crowd! Raise some eyebrows!

Organizers' Responsibilities

- ☞ Promote and market the Builder and the donated playhome through aggressive advertising campaign.
- ☞ Negotiate discounts from suppliers to assist Builders with materials.
- ☞ Plan Live Auction Event to be held at Asheville Mall the evening of October 29.
- ☞ Provide Builder with four free tickets to Live Auction Event and recognize builder during event.
- ☞ Provide placard featuring Builder and any Suppliers that donate materials (negotiated by Builder) to be on display next to playhome at Asheville Mall. If Builder is a member of Asheville Homebuilders Association (AHBA), the placard will also include the AHBA logo.
- ☞ Provide Builder a receipt for tax purposes.