

AUCTION PACKAGE GUIDELINES & CRITERIA

The AHBA is excited to announce that it will be auctioning off the front cover of the Parade of Homes Magazine for the 2nd year in a row. The opportunity to have one of our member companies featured on the front page of the Parade of Homes Magazine makes our Parade Publication very unique and local. We are thrilled to have the opportunity to open this auction up to our membership for the 2009 Parade of Homes Magazine! Please read below for details on the auction and what the package includes.

Auction Package

Auction winner will receive the following:

- Cover Photo: Builder may submit photographs of home for approval. If photos are not submitted or do not meet AHBA & Publisher approval AHBA reserves the right to photograph the home. Approved cover photo and AHBA photos may be used for all parade promotions and materials.
- Photo prominently displayed on front cover of Parade of Homes Magazine with 15,000 copies distributed through the Asheville HBA.
- Photo prominently displayed on front cover of promotional map with 50,000 copies distributed through the Asheville Citizen Times.
- Feature Byline and logo (provided by company) on front cover of Parade of Homes magazine.
- Full page Feature Article within the Parade of Homes Magazine to be strategically placed within the publication with photos provided by builder.
- One Complimentary Entry into the 2010 Parade of Homes.
- Photo prominently displayed on all billboards and television.
- Logo displayed on billboards, print media and television.
- Recognition at Parade of Homes Banquet with presentation of Framed Cover.
- 4 Tickets to Awards Banquet

Front Page Criteria

Auction winner must submit the following:

- Cover may feature one photo only - no collages will be accepted.
- Auction winner understands that Presenting Sponsor logos will be displayed on cover.
- Cover photos submitted by builder must be received no later than June 15, 2010.
- Final cover to be approved by July 15, 2010.
- A 25% non-refundable deposit is due at time of reservation/close of auction. Remaining balance due by July 15, 2010.
- Auction is open to AHBA Builder & Developer Members only.
- Home is not required to be in the actual Parade but home is required to be built by an AHBA Member.
- Proof of cover will be given to auction winner for review and comment.
- AHBA & Publisher reserve the right to refuse and/or edit all submissions.
- Feature Builder/Builder of home must hold a valid NC General Contractors License.

Auction Guidelines

- Online Auction to open on May 14, 2010 at a starting bid of \$4500.00
- Online Auction will close on June 4, 2010 at 5pm.
- Interested parties may place a bid through the AHBA Website or by calling the AHBA Office at 828-299-7001 or by emailing info@ashevillehba.com.
- Interested parties placing a bid will be required to provide a company name, bid amount and time of bid.

*If the above standards and regulations are not met then winners bid and submission will be forfeited and the cover feature will automatically go to the next highest bidder. If minimum bid is not met Feature Package will move to sponsorship opportunity with a fixed price.



**Asheville
Home Builders
Association**