

## Focus on Energy New Homes Program Parade of Homes Marketing Material

As parade season quickly approaches, Focus on Energy New Homes Program is offering a promotional package. This package includes materials that you, the builder, can use to promote your home as a certified Focus on Energy New Home in your local Parade of Homes.

The goal of the promotional packages for on Energy New Home Program is to provide different options for you to advertise and promote your parade home. We have included a form explaining the pieces available to purchase.

There is no cost to the builder to request a basic promotional package. Builders must fax the “Parade of Homes Basic Complimentary Package” form back to the marketing department **at least three** (3) weeks prior to the parade date.

There are other items available for purchase by builders, and they are listed on the order form below. These items may be purchased using the marketing material allotment dollars or paying by check. Many of these items are great for parades, as well as model homes, and even the office!

In addition to the marketing material package, don't forget about the cooperative advertising reimbursement available to active builder partners and consultants.

The Parade of Home Marketing Package includes:

1. Focus on Energy New Homes overview fact sheet (50)
2. Focus on Energy New Homes consumer brochure (25)
3. Focus on Energy New Homes Partner Sign (1)

**Please allow three weeks for processing and shipping.**

# Fax:

**To:** Focus on Energy New Homes Marketing      **Fax: 608. 249.0339**

**From:**

**Re: Parade of Homes Basic Complimentary Package**

Builders partnering with the Focus on Energy New Homes Program and have a certified Focus on Energy New Home in the Parade are eligible to receive the following at no cost:

- Focus on Energy New Homes overview fact sheet (50)
- Focus on Energy New Homes consumer brochure (25)
- Focus on Energy New Homes Partner Sign (1)

To receive these items, please fill in your shipping information below. Fax the form to Focus on Energy New Homes at the fax number above.

**Please allow three (3) weeks for processing and shipping.**

<b>Business Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>e-mail</b>	

<b>Parade of Homes Location and/or Association Sponsoring</b>	
<b>Dates of Parade</b>	

Builders partnering with the Focus on Energy New Homes Program and have a certified Focus on Energy New Home in the Parade are eligible to receive the following at a minimum cost:

<b>Welcome Floor Mat</b>			
	Price of Each	Number Ordered	Total Cost
A door mat showcasing your home as a Focus on Energy New Home. Dark blue with white lettering. <b>Size: 27”L x 13”W</b>	<b>\$20.00</b>		

<b>Yard Sign</b>			
	Price of Each	Number Ordered	Total Cost
A yard sign showcasing your home as a Focus on Energy New Home. Dark blue with white lettering. <b>Size: 24”L x 18”W</b>	<b>\$10.00</b>		

These items are available at the cost listed. The cost of each item can be deducted from your marketing material allotment of \$300 or it can be paid in full with a check.

**Please send order form to:  
Focus on Energy New Homes Program  
Attn: Parade Orders  
Fax: 608.249.0339**