



## Wisconsin ENERGY STAR® Homes Parade of Homes Marketing Program

### **Introduction:**

As Parade season approaches, Wisconsin ENERGY STAR Homes is offering promotional packages to help you promote your home as a certified Wisconsin ENERGY STAR Home that saves energy and money.

### **Goal:**

The goal is to help builders advertise and promote their Wisconsin ENERGY STAR Homes. Choose from several materials; we have included an order form describing the pieces available for purchase.

### **Cost:**

A basic Parade promotional package is available to all Parade builders **at no cost**. To receive this package, builders must fax the "Parade of Homes Basic Complimentary Package" form to the Advertising and Events Coordinator at least three weeks prior to the parade date.

Other items are available for purchase by builders as well. Many of these items are great for Parades, as well as for display in model homes, and even the office. Payment in full (including sales tax) must accompany the order form. Orders received without full payment cannot be filled. To order, simply select the items you wish to purchase and mail the form with payment to:

**Wisconsin ENERGY STAR Homes  
Attn: Parade Orders  
431 Charmany Drive  
Madison WI 53719**

**PLEASE ALLOW APPROXIMATELY THREE WEEKS FOR PRODUCTION  
AND SHIPPING.**

### **Contact:**

Please notify Amy Lord at 888.509.3247, ext. 314 if you are interested in ordering Parade promotional packages from the attached order form, or if you have any questions.



# Fax:

To: **Wisconsin ENERGY STAR® Homes Marketing Department** Fax: 608-249-0339

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## Re: Parade of Homes Basic Complimentary Package

Builders partnering with Wisconsin ENERGY STAR Homes with a Parade Home are eligible to receive the following at no cost:

- 25 copies of the Wisconsin ENERGY STAR Homes consumer brochure
- 25 copies of the Building a New Home fact sheet

To receive these items, please provide your shipping information below, and indicate which pieces you would like to receive. Fax the form to Wisconsin ENERGY STAR Homes at the fax number above. Please allow three weeks for processing and shipping.

<b>Business Name</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>Contact Name</b>	

<b>Parade of Homes Location</b>	
<b>Parade Dates</b>	

<b>Please specify the items you would like to order:</b>	
	<b>Wisconsin ENERGY STAR Homes Consumer Brochure</b>
	<b>Building a New Home Fact Sheet</b>

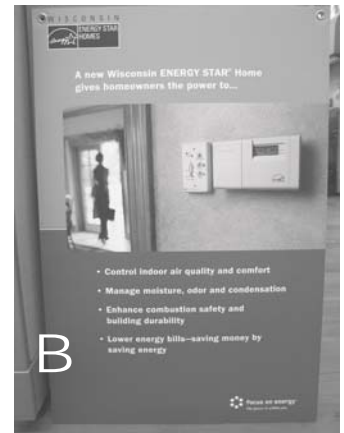


## Parade Material Order Form

Booth Panel Sign A			
Item	Price Each	Qty.	Total Cost
This poster is the same as our trade show booth panels, and highlights the benefits of building a Wisconsin ENERGY STAR Home. Perfect for a garage display! <b>Size: 30"H x 20"W</b>	<b>\$85.00</b>		



Booth Panel Sign B			
Item	Price Each	Qty.	Total Cost
This poster is the same as our trade show booth panels, and highlights the benefits of building a Wisconsin ENERGY STAR Home. Perfect for a garage display! <b>Size: 30"H x 20"W</b>	<b>\$85.00</b>		



Partner Signs			
Item	Price Each	Qty.	Total Cost
This partner sign is great for display on a counter of a parade or model home or even in the office, to show the builder partnership with the Wisconsin ENERGY STAR Homes Program. <b>Size: 13.75"H x 9.75"W</b>	<b>\$25.00</b>		



## Parade Material Order Form, cont'd.

Welcome Mat			
Item	Price Each	Qty.	Total Cost
A door mat showcasing your parade home as a Wisconsin ENERGY STAR Home. Hunter green with white lettering. <b>Size: 27"L x 13"W</b>	<b>\$20.00</b>		



Banner			
Item	Price Each	Qty.	Total Cost
This banner advertises you have built a Wisconsin ENERGY STAR Home. Includes grommets in four corners and rope for hanging. <b>Size: 4'L x 3'W</b>	<b>\$200.00</b>		



<b>Subtotal, Front Page</b>	<b>\$</b>	
<b>Subtotal, Above</b>	<b>\$</b>	
<b>Sales Tax @ 5.5%</b>	<b>\$</b>	
<b>Total Amount Due</b>	<b>\$</b>	
<i>Orders submitted without proper sales tax will not be processed.</i>		
<b>Make check payable to: Wisconsin Energy Conservation Corporation (WECC)</b>		

**Please mail order form and payment to:  
Wisconsin ENERGY STAR® Homes  
Attn: Parade Orders  
431 Charmany Drive  
Madison, WI 53719**

Full payment must accompany all orders. Orders received without full payment will be returned.  
These items do not qualify for co-op advertising reimbursement.  
Please allow THREE weeks for production and shipping.