

Wisconsin ENERGY STAR® Homes Parade of Homes Marketing Package

As parade season quickly approaches, Wisconsin ENERGY STAR Homes is offering a promotional package. This package includes materials that you, the builder, can use to promote your home as a certified Wisconsin ENERGY STAR Home in your Parade of Homes.

The goal of the promotional packages for Wisconsin ENERGY STAR Homes 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!

The Parade of Home Marketing Package includes

1. Wisconsin ENERGY STAR Homes Overview fact sheet (50)
2. Wisconsin ENERGY STAR Homes Partner Sign (1)

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



Questions regarding the Parade of Homes marketing material, please contact Marketing Assistant Leonie Dolch at (888) 509-3247, ext. 332.

Fax:

To: **Leonie Dolch, Marketing Department** Fax: (608) 249-0339
Wisconsin ENERGY STAR® Homes

From:

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:

- Wisconsin ENERGY STAR Homes Overview Fact Sheet (50)
- Wisconsin ENERGY STAR Homes Partner Sign (1)

To receive these items, please fill in your shipping information below. Fax the form to Wisconsin ENERGY STAR Homes at the fax number above.

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

Business Name	
Contact Name	
Address	
Telephone	
e-mail	

Parade of Homes Location and/or Association Sponsoring	
Dates of Parade	

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Parade Material Order Form, also available:

Banner			
	Price of Each	Number Ordered	Total Cost
This banner advertises that you have built a Wisconsin ENERGY STAR Home. Grommets in four corners and rope for hanging. Size: 3ft x 4ft	\$175.00		



Poster			
	Price of Each	Number Ordered	Total Cost
This poster advertises that you have built a Wisconsin ENERGY STAR Home. Grommets in four corners and rope for hanging. Size: Approx. 24"(w) x 36"(h)	\$50.00		



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:
Wisconsin ENERGY STAR® Homes
Attn: Parade Orders
Fax: (608) 249-0338
431 Charmany Drive
Madison, WI 53719