

2008 Spring Festival of Homes Payment Coupon

- Make additional copies of this form for each entry. -

Name of Builder: _____

Company Name: _____

Address of Home Entered: _____

City: _____ State: _____ Zip: _____

DETAIL OF CHARGES:

Required:

Entry fee for one house (\$595): _____

Optional:

Five (5) additional photos of the interior of the house placed on Festival Web site (\$50) _____

"Walk Through Tour" of the home placed on Festival Web site (\$150) _____

Link(s) from Festival Web site to identified Web page(s): (No. of links x \$25 per link) _____

"Mobile Marketing Code" (\$35) _____

"Mobile Marketing Code" with link identified Web page (\$45) _____

Less deposit paid: - _____

Total: _____

METHOD OF PAYMENT:

Check enclosed Visa MasterCard

Credit Card #: _____ Exp. Date ____/____/____

Name on card: _____

Cardholder's signature: _____

Fax or mail to the HBAWS office: 220 Charlois Boulevard
Winston-Salem, NC 27103
FAX: 336.768.9280

REGISTRATION AND FEES

**A completed registration packet and full payment of all entry fees are due by March 12, 2008.
Entry fee is \$595 per home.**



2008 Spring Festival of Homes

Registration Form

- Make additional copies of this form for each entry. -

The HBAWS Spring Festival of Homes will take place from 1:00 p.m. – 5:00 p.m. on April 12, 13, 19, 20, 2008. To help publicize the event, the *Winston-Salem Journal* will print and distribute a full-color tabloid for the Spring Festival of Homes that will include information on each of the homes entered in the Festival. The entry listings will include: 1) **information you provide on this Registration Form**, 2) a color photograph or rendering of the home and 3) a color photo of the Builder. The tabloid will be inserted in the newspaper on both Friday, April 11 and 18. It will also be featured on-line through the Journal's Web site at no additional charge to Festival participants.

A) Builder Name: _____

B) Builder Company Name: _____

C) Builder Business Address: _____

City: _____ State: _____ Zip: _____

D) Builder Phone: _____ E) Builder Fax: _____

F) Builder E-mail: _____ G) Web URL: _____

H) Entry Subdivision: _____

I) Lot Number: _____ J) Price of Home: \$ _____

K) Festival Entry Address: _____ Zip _____

Substitute entries may be made during the various entry dates (builder will be responsible for paying entry fee due at time of substitution). After March 12, 2008, substitutions will not be allowed.

Is this house Energy Star Rated? Yes No

L) No. of Bedrooms: _____ M) No. of Bathrooms: _____ N) Square Footage: _____

O) Listing Agent: _____

P) Listing Agent Company: _____

Q) Listing Agent Phone: _____ R) Listing Agent Email: _____

S) Directions to the home from a major road: (BE VERY SPECIFIC)

GPS Coordinates: (optional) _____

T) Special Features of the Home: (25 words max. Do not list number of bedrooms, bathrooms or sq. ft.)

U) Builder Photo (Check one):

- I need HBAWS to take my photo.
- HBAWS may use a photo already on file.
- I will provide a photo to HBAWS before March 12.

V) House Image: (Check one)

- I need HBAWS to take a photo. (Photographs will be taken between March 9 - 22.)
- I will provide a rendering to the HBAWS by the entry deadline.

Note: The rendering cannot be a normal drafting elevation! Because the tabloid will be in color, it is recommended that you have your rendering water colored. For assistance in commissioning a rendering, please call the HBAWS office at 336.768.5942.

W) Label for House in Tabloid: (Check one.)

- Label my house "**DRIVE-BY**" in the tabloid.
Note: Indicates to readers that they may only see the exterior design but not enter or tour the home.
- Label my house "**UNDER CONSTRUCTION**" in the tabloid.
Note: Indicates to readers that the project is incomplete, but still open for tours.
- No special label needed for my house.

X) Web Marketing Upgrades: (Optional)

- I want to place five (5) additional photos of the interior of the registered house on www.springfestivalofhomesws.com. **Cost is \$50.** (To view an example of this option, visit www.paradeofhomesws.com and click on a location balloon on the map.)
Note: Builder must supply digital photos (min. 300 dpi) to HBAWS by March 24.

- I want to place 15 photos of the interior of the house on www.springfestivalofhomesws.com for a "Walk Through Tour" of the home. **Cost is \$150.** (To view an example of this option, visit <http://clients.journalnow.com/springfest/horn/>.) **Note:** JournalNow.com will coordinate with you to visit the house and take photos during the week of March 24.

- I want to add a link from www.springfestivalofhomesws.com to the following Web page(s):

Cost is \$25 per link.

- I want to purchase a "Mobile Marketing Code" that can be used in my advertising and posted on the Festival sign in front of my house so people can use their cell phones to "text" a message -- referencing this code -- and immediately receive a 160-character text message with information about the house. In addition, a message will be sent simultaneously to the builder or the listing agent informing them they have a prospective customer viewing the information. The code will be enabled for 30 days beginning on April 7. **Cost is \$35.** (To test this option, text "Jason10" to 82672.)
Note: Builder must provide text (max. 160 characters) to HBAWS by March 24.

- I want to purchase the "Mobile Marketing Code" as described above, plus include a link to the following Web page _____. **Cost is \$45.** (To see this option go to <http://m.tbo.com/ads/jn/1.htm>.)

**Complete this form and return
with payment by March 12 to:**



220 Charlois Boulevard Winston-Salem, NC 27103
Ph: 336.768.5942 • Fax: 336.768.9280