

Call for Entries!

October 16-18 | 2020

Fri. - Sun. | Virtual Tours online all year!

Showcase of New & Remodeled Homes

IN-PERSON & VIRTUAL TOURS



Celebrating Home. Virtually & In-Person!

ENTRY INCLUDES OPTION OF VIRTUAL, IN-PERSON, OR BOTH, WITH:

- Three days to meet potential buyers/clients as they tour the homes!
- Keep all Virtual Tour Media: Matterport (3-D model), photos, and aerial video
- Full page photo/description/floorplan spread in Showcase of Homes book (10,000 copies distributed in The Ann Arbor News plus to home visitors)
- Targeted promotion in local news & events publications, radio, online, & outdoor
- Numbered Yard Sign with logo, phone number and website during event
- Virtual Launch on BRAGAnnArbor.com, featured for a year and more!



Place an ad!
See enclosed flyer.

Contact Pete Nowakowski at 734-996-0100
or pnowakowski@BRAGAnnArbor.com

Visit BRAGAnnArbor.com for the latest information.



2020 Participation Agreement

Contracts and payments are due by Thursday, August 27. A separate contract is required for each home.

Early-Bird Deadline: 8/10 – Early-Bird Entry Fee: \$1,500 | Final Deadline: 8/27 - Entry Fee: \$1,750

- Homes may be open for In-Person Tours Only, Virtual Tours Only, or both.
- In-Person Tours will be open during the hours below.
Friday, October 16, 2020 12:00pm – 7:00pm
Saturday, October 17, 2020 12:00pm – 5:00pm
Sunday, October 18, 2020 12:00pm – 5:00pm
- If participants enter multiple homes, a **\$250 discount fee will be applied to subsequent entries.**
- Participant may provide Virtual Tour Media: Photos, Video, & 3-D Matterport Tour for **\$250 off entry fee.**

See page 3 for more details on what is included and to indicate your entry choice.

BRAGAA or HBALC Builder Member Name _____
 Company Name for Billing _____
 Business Address _____
 City/State/Zip _____
 Billing Contact Person _____
 Phone _____ Email _____


1) PROVIDE HOME INFORMATION

Each home will have a full page in the Showcase of Homes book. The publication is a high-quality magazine with advertisements and a map showing the home locations. 10,000 copies of the book will be inserted in The Ann Arbor News. Additional copies will be handed out at all homes that will be open for in-person tours, and books will be distributed to sponsors and select partners in advance.

Attach or email information and files to pnowakowski@bragannarbor.com. The info you provide will be used in the Showcase book, on bragannarbor.com, and hbalc.com. We will provide a digital proof by email of your page allowing for revisions and approval. **All information, files & media due to BRAG Ann Arbor by Thursday, September 3, 2020.**

Showcase Home Address: _____
Subdivision Name: (if applicable) _____
Township, City or Village: _____
Company Name(s): _____
Phone: _____ **Website:** _____
Home Summary: (10 words or less. May be used in marketing.)

Optional Information: Square feet _____ Bedrooms: _____ Baths: _____
 Directions: _____
 Parking Instructions: _____
 Notes (road work, under construction, model, etc.) _____
 Sales Price: _____ Model/ Project Name: _____



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About the Home and About the Builder Information:

Email text that we can copy and paste into the book. Descriptions combined maximum of 275 words. Bullet points or paragraphs may be used. Room will be more limited if you include floorplans.

A brief synopsis may be provided here for advance promotion purposes:

• Photo(s) or Architectural Rendering:

High quality image(s) of a completed home are preferred. Our virtual tour media partner company will shoot the 3-D Matterport model, along with photos and aerial video as described on pages 3 and 4. You may also provide this to us. If assistance is needed with photography, image touch-ups, or renderings, please contact Pete Nowakowski at pnowakowski@BRAGAnnArbor.com. If photographer credit is needed, you must provide that to us.

- **Floor Plans (optional):** High resolution files clearly showing the floorplans can be used as space allows.
- **Location Map for In-Person Tour:** Provide any details not available on Google Maps, include the side of the street.
- **Company Logo:** Provide your logo as a vector file or at high resolution (vector or 300 dpi raster file).


Return this form - preferably by email - and your materials to:

Pete Nowakowski, pnowakowski@bragannarbor.com | Cell: 734-635-4017 | 734-996-0100 | Fax: 734-996-1008
BRAG Ann Arbor, 179 Little Lake Dr., Ann Arbor, MI 48103

2) IN-PERSON TOURS: Tickets, Signs, & Books pick-up & return policy

- Pick up books, large yard sign, directional signs, and tickets the week of the event from BRAG Ann Arbor.
- Your company rep. will need to sign a receipt and agree to bring the signs back to BRAG Ann Arbor no later than 4:00 pm the Tuesday after the event.
- Offer the book as a free program to visitors entering your home.
- Keep track of the number of visitors each day.

____ **Initial**



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IN-PERSON & VIRTUAL TOURS



Due to COVID-19 concerns: If public home tours are inadvisable for these dates, the organizers reserve the right to cancel in-person tours. In such an event, participants agree to a virtual-only tour.

3) PARTICIPATION OPTIONS - *Please submit a separate contract for each home.*

- Participant will provide Virtual Tour Media: Photos, Video, & 3-D Matterport Tour for **\$250 off entry fee.**
- This home will be open for a Virtual Tour Only.
- This home will be open for In-Person Tours during the hours below.

Friday, October 16, 2020 12:00pm – 7:00pm
Saturday, October 17, 2020 12:00pm – 5:00pm
Sunday, October 18, 2020 12:00pm – 5:00pm

- In addition to In-Person Tours, we will also offer a Virtual Tour. (Virtual Tours are not required to participate.)
- We are entering multiple homes. Apply a discount of **\$250 off each entry fee for our subsequent entries.**

Included with Virtual Tour Option:

- Home is featured on a full-page in the Showcase of Homes book.
- New Virtual Tour Media with our partner company is included:
 3-D Matterport Interactive Model hosted for 1 year | Photos | Aerial Video *(Examples shown on next page)*
Participant must coordinate the virtual tour/photo/video shoot with our virtual tour company, or provide your own.
Participant may include additional videos and details in the Virtual Tours at their discretion.

Today's Date: _____ Total Due: \$ _____ Check payable to BRAG Ann Arbor

Charge my Visa Mastercard Discover AMEX

Account # _____ Exp. Date _____ SEC _____

Billing Address _____ Zip _____

Name on Card _____

Signature _____

FINAL ENTRY DEADLINE: Thursday, August 27, 2020

All information, files and media are due to BRAG Ann Arbor by September 3, 2020.

Contact us with any questions at 734-996-0100 or email Pete at pnowakowski@bragannarbor.com.

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4) “VIRTUAL TOUR MEDIA” Examples

- *3-D Interactive Matterport Model* - [Example 1 \(featuring in-tour “Mattertags”](#) | [Example 2](#)



DOLLHOUSE VIEW

The virtual 3D model of the entire space can be created within 99% accuracy.



3D WALKTHROUGH WITH LABELS

The 3D Virtual Tour can be customized by tagging features, weblinks, videos or contact details.



FLOORPLAN VIEW

Space and object measurements can be generated with no extra charge.

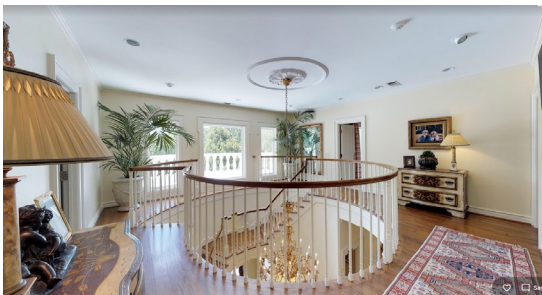
- *Aerial Video (Aerial still photos included)* - [Sample Aerial Video \(Branding shown on right\)](#)



MARIAN GROUT
 real estate expert
 248.761.4110 mobile
 248.590.0800 office
 mariangrout@gmail.com
 birminghamareahomelistings.com

kw | DOMAIN
 LUXURY HOMES INTERNATIONAL
 210 S. OLD WOODWARD | SUITE 200 | BIRMINGHAM, MI

- *Photos (HD images taken from Matterport)* – [Sample Matterport Stills 1](#)




Virtual Staging is NOT included in Showcase of Homes packages, but may be available. Contact us.



Before



After


**Showcase of New
& Remodeled Homes**
IN-PERSON & VIRTUAL TOURS

Presented by  BUILDERS & REMODELERS ASSOCIATION OF GREATER ANN ARBOR



5) HEALTH & SAFETY PRECAUTIONS

The Participant (Builder or Remodeler) agrees to abide by any government mandated safety and health policies in place during the Showcase of Homes. Notices of the safety measures will be outlined for both the public and Participant Representatives. These policies may include the following:

- Social distancing at the home – minimum of 6 feet between groups of people in different parties
- Written consent and health screening forms
- Prohibit touching surfaces inside or outside the home, unless for safety purposes such as handrails
- Disinfectant used on all touched surfaces after each tour
- Thorough cleaning of the home before and after the Showcase of Homes
- Wearing masks if required/recommended by the CDC or State of Michigan during the Showcase event.
- Foot covering requirements
- Thermal Scans

Participant agrees to review & return additional paperwork that may be required to ensure public health and safety. Participant agrees to additional mitigation measures that may not be clear at this time, as a result from the COVID-19 pandemic. Any additional requirements will be provided in writing to the Participant.

Today's Date _____

Print name _____

Professional Title _____

Participant Signature _____

Today's Date _____

Homeowner Signature (if applicable)

2020 SHOWCASE OF HOMES BOOK

Advertise In Our High-Quality Event Publication



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Oct. 16-18
Friday12-7
Sat. & Sun....12-5

PLACE AN AD FOR TARGETED EXPOSURE!

The Showcase of New and Remodeled Homes is a highly anticipated event, featuring beautiful homes throughout the area. The public will tour, connect with local experts, get inspired, and start planning their own homes and improvements.

Put your company in the middle of the action and capitalize on the revival of new construction and the strong remodeling market in our region. This high-quality publication will be given out at each Showcase Home that is open for in-person tours, 10,000 of copies will be distributed in The Ann Arbor News, and it will be featured on **BRAGAnnArbor.com** and **HBALC.com**.



SIZE	DIMENSIONS (INCHES)	PRICE
Full Page Premium Pages		
TIER 1	Inside Front Cover First "Right-Hand" Page Back Cover	\$1,895
TIER 2	Second "Right-Hand" Page Second "Left-Hand" Page Inside Back Cover	\$1,795
Non-Premium Full Page		\$1,695
	Full bleed size: 8.625 x 11.125	
	Trimmed page size: 8.375 x 10.875	
	Safe content area: 7.875 x 10.375	
	Full page w/ margins: 7.375 x 9.625	
1/2 Page Horizontal	7.625 x 4.825	\$895
1/2 Page Vertical	3.625 x 9.875	\$895
1/4 Page	3.625 X 4.825	\$495
1/8 Page	3.625 X 2.25	\$295

DEADLINES & SCHEDULE

ADS DUE: SEPTEMBER 3

PUBLICATION & INVOICING: October 8

AD DESIGN, LAYOUT & SUBMISSION

High resolution PDF is preferred. Please let us know if you need design assistance. Send ads to Pete Nowakowski at pnowakowski@BRAGAnnArbor.com. For other submission options, contact us.

AD SALES

Greater Ann Arbor

Phone: 734-635-4017 | Fax: 734-996-1008
 Pete Nowakowski
pnowakowski@bragannarbor.com
 179 Little Lake Drive, Ann Arbor, MI 48103

Livingston County

Phone: 810-227-6210 | Fax: 810-227-1840
 Boyd Buchanan, info@hbalc.com
 PO Box 2184, Brighton, MI 48116