

Parade of Homes™

MARCH 14-16, 2025 & MARCH 21-23, 2025

FRIDAY & SATURDAY 10AM-5PM | SUNDAY 12PM-3PM



DOWNLOAD OUR
PARADE OF HOMES APP



EXCLUSIVE YEARLONG MARKETING PACKAGE



From targeted digital advertising and high-visibility website placement to print and broadcast media, your participation in the 2025 CBIA Parade of Homes is not just a one-time event – it's an ongoing opportunity to promote your brand and model homes throughout the year.



3200 Bailey Lane, Suite 110 | Naples, Florida 34105
(239) 436-6100 | www.CBIA.net | www.ParadeofHomesNaples.com





Parade of Homes[™]

**EXCLUSIVE OPPORTUNITY TO
SHOWCASE YOUR MODEL HOMES**

The 2025 CBIA Parade of Homes is a unique and exciting marketing opportunity for your models to shine! Elevate your brand by engaging with potential buyers, allowing them to experience your craftsmanship and distinctive style up close. Make a lasting impression and set yourself apart in a competitive market!

CONNECT WITH PROSPECTIVE BUYERS

Meaningful connections with potential buyers and show them how you can bring their dream home to life.

DYNAMIC ADVERTISING CAMPAIGN

The Parade of Homes app, available for iPhone & Android users, features GPS tracking to guide visitors directly to your models. Your builder information, complete with photos, will remain in the app for an entire year ensuring ongoing exposure.

Our Florida Weekly Special Edition features your models in an exclusive 8-page Parade of Homes guide inserted into Naples Florida Weekly print online editions, reaching over 98,000 readers during the first two weeks of March.

PARADE OF HOMES WEBSITE EXPOSURE

Your models will receive year-round marketing on the Parade of Homes website, featuring a dedicated page with high-quality images and detailed descriptions to showcase your unique offerings.

BOOST YOUR ONLINE PRESENCE

Maximize your digital exposure! Your model information and company logo will be linked directly to your website, driving traffic, increasing page views and boosting your search engine optimization (SEO). Enhance your credibility and ensure your models are at the forefront of buyers' minds.

VIRTUAL PARADE OF HOMES EDITION

Extend your reach with year-long exposure in the virtual flipbook edition of the CBIA Parade of Homes. This interactive and easily shareable format allows buyers to explore your models from anywhere, anytime.

COMPREHENSIVE MEDIA COVERAGE

Benefit from extensive promotional efforts across radio, television and social media channels.



3200 Bailey Lane, Suite 110 | Naples, Florida 34105
(239) 436-6100 | www.CBIA.net | www.ParadeofHomesNaples.com





GENERAL INFORMATION

MARCH 14-16, 2025 & MARCH 21-23, 2025
FRIDAY & SATURDAY 10AM-5PM | SUNDAY 12PM-3PM
www.ParadeofHomesNaples.com

Registration forms, special instructions and questions can be sent via email to awards@cbia.net.

Upon commitment, you will receive login credentials to upload all required information direction to paradeofhomesnaples.com

REGISTRATION FORM

Contact Name:	Email:	
Company Name:	Office Phone:	
Cell Phone:	Fax:	
Address:		
City:	State:	Zip:

PARTICIPATION DATES

<input type="checkbox"/> Final Registration Form/Payment Due, January 10, 2025.	<input type="checkbox"/> Completed model info uploaded by Friday, January 17, 2025.
---	---

ENTRY REGISTRATION LEVEL

<input type="checkbox"/> 1 Entry - \$3,000 <input type="checkbox"/> 5-7 Entries - \$11,250 <input type="checkbox"/> 2 Entries - \$5,000 <input type="checkbox"/> 8-11 Entries - \$13,500 <input type="checkbox"/> 3 Entries - \$7,500 <input type="checkbox"/> 12-15 Entries - \$15,750 <input type="checkbox"/> 4 Entries - \$9,000 <input type="checkbox"/> 16+ Entries - Special Pricing	Total # of Models Submitted: _____ <i>Includes 1 model site sign and 3 directional signs (if applicable). Signs are to be picked up from CBIA before March 7, 2025 and returned to CBIA by March 31, 2025. A \$50 fee will be charged for any unreturned signs.</i>
--	---

RESERVE EVENT TICKETS

I would like to reserve ____ additional tickets for March 12, 2025. Total Tickets: ____ x \$100 = \$_____

2 Comp tickets are provided per company entering models. RSVP additional tickets early, as the event sells out each year.

PAYMENT INFORMATION

I am paying by: Check ____ Credit Card ____ Total _____

Name on Card:	Credit Card #:	
CC Billing Address:	Exp. Date:	CVV:
City:	State:	Zip:
Signature:	Date:	

This registration form is mandatory and must be submitted electronically to awards@cbia.net



3200 Bailey Lane, Suite 110 | Naples, Florida 34105
(239) 436-6100 | www.CBIA.net | www.ParadeofHomesNaples.com



Parade of Homes™

MODEL ENTRIES

MODEL NAME	MODEL ADDRESS	COMMUNITY/SUB-COMMUNITY



3200 Bailey Lane, Suite 110 | Naples, Florida 34105
(239) 436-6100 | www.CBIA.net | www.ParadeofHomesNaples.com



We hereby agree to abide by the following rules and regulations:

- We understand the price advertised in the 2025 POH publication will be the price of the model home, excluding interior design/furnishings. I have verified the pricing information on the official entry form and acknowledge that all information is correct.
- This/these home(s) will be open for public viewing during all POH hours, March 14-16 and March 21-23, 2025 (10am to 5pm Friday and Saturday, and 12-3pm on Sunday).
- We agree that if I sell model(s) entered in the 2025 Multi-Site Parade, models will be available during the Parade dates listed above. There will be no refund if the notification is after Monday, February 7, 2025.
- List model(s), address(es) and community if applicable.
- Submit 2nd participation agreement form if additional space is required.

I hereby unconditionally and forever release, discharge and agree to hold harmless CBIA and its affiliates and subsidiaries, along with each of their officers, directors, employees, agents and sponsors from any claims, judgments, costs, damages, losses, expenses, liabilities and third-party liabilities relating to any claim I may now or hereafter have with respect to any death, personal injury, property damage, pecuniary loss, copyright infringement or conversion, any other loss, damage, cost or expense that I or any third party may suffer as a result of my participation in the 2025 Parade of Homes.

Builder/Builder Representative Signature:
Builder/Builder Representative Name (Print)
Date: