



# 2026

## PARADE OF HOMES

BUILDER PARTICIPATION GUIDE & REGISTRATION



*September 11-20, 2026*

Showcase your work. Connect with future homeowners.

Be part of one of the HBA's signature events.

### WHAT'S NEW FOR 2026

-  **BUILDER SPOTLIGHTS**  
More ways to highlight you and your homes.
-  **PEOPLE'S CHOICE**  
New and improved voting experience.
-  **BUILDER STORY SIGNS**  
Share your story. Build connection.
-  **ENHANCED MARKETING**  
Expanded reach. Stronger results.

# 2026 PARADE OF HOMES

## BUILDER PARTICIPATION GUIDE & REGISTRATION

### Welcome to the 2026 Parade of Homes!

Showcase your craftsmanship, connect with future homeowners, and gain exposure through the official guidebook, app, website, and digital marketing.

For 2026, we're refreshing the Parade experience with stronger builder spotlights, enhanced marketing, and new ways to engage attendees.



### ✓ WHY PARTICIPATE?

- Showcase your work to prospective homeowners
- Generate quality leads
- Gain exposure through the guidebook, app, website, & social media
- Highlight HBA-member suppliers and partners
- Participate in a refreshed Parade experience

### ✓ ENTRY FEES

#### ONE NEW HOME ENTRY

**\$2,250** Early Entry\*

**\$2,750** Standard Entry

#### ADDITIONAL HOME ENTRIES

**\$2,000** per home Early Entry\*

**\$2,500** per home Standard Entry

\*Register before June 30 to receive discounted pricing and early promotional opportunities.

### ✓ KEY DATES

#### EARLY ENTRY DEADLINE

June 30, 2026

#### GUIDEBOOK MATERIALS DUE

July 22, 2026

#### PARADE ENTRY DEADLINE

July 22, 2026

#### PARADE DATES

September 11–20, 2026

### ✓ WHAT'S INCLUDED

- ✓ Official guidebook listing & exposure
- ✓ Parade app listing with home directions
- ✓ Website, social & digital promotion
- ✓ Builder spotlights & early promotion
- ✓ People's Choice participation
- ✓ Builder Story Signage in home



Contact the HBA at 419-473-2507  
or email [jlynch@toledohba.com](mailto:jlynch@toledohba.com)

# 2026 PARADE OF HOMES

## WHAT'S NEW FOR 2026

We're refreshing the Parade experience with new opportunities designed to increase builder visibility, attendee engagement, and overall exposure.



### **BUILDER SPOTLIGHTS & MARKETING**

**More visibility for your company and homes.**

Participating builders may be featured in social media spotlights, sneak peeks, and additional promotional opportunities designed to increase awareness before and during the Parade.



### **PEOPLE'S CHOICE**

**Creating a more interactive Parade experience.**

Visitors will have the opportunity to vote for their favorite Parade home, creating additional excitement and encouraging attendees to visit more homes.



### **BUILDER STORY SIGNAGE**

**Tell your story inside the home.**

New in-home signage will highlight builder information, unique home features, and HBA-member suppliers to better connect attendees with your company.



### **PARADE PASSPORT**

**Rewarding attendees for exploring more homes.**

A new Parade Passport experience will reward attendees for visiting multiple homes, helping drive traffic throughout the Parade.

# 2026 PARADE OF HOMES

## HOW TO PARTICIPATE

Register your home and submit what you have now. Don't have everything finalized? Additional details can be submitted later.

### 1 REGISTER YOUR HOME

Complete your registration and Builder Agreement to participate in the 2026 Parade of Homes.

50% deposit required to reserve participation. An invoice will be sent following registration.

[COMPLETE REGISTRATION](#)

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### 2 SUBMIT HOME DETAILS

Share your home details, photos, logo, and supplier information for the guidebook, app, website, and marketing materials.

Don't have everything finalized? Updates can be submitted later.

[SUBMIT MATERIALS](#)

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### 3 PICK UP PARADE MATERIALS

Prior to the Parade, participating builders will stop by the HBA office to pick up signs, magazines, and event materials to prepare for the event. Details and timing will be shared closer to the Parade.



## 2026 PARADE OF HOMES

# REGISTRATION CHECKLIST

Use this checklist to gather the information needed for registration, marketing, and Builder Story signage.

*Don't have everything finalized? Submit what you have now – updates can be provided later.*

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### HOME INFORMATION

- Home address
- Community / subdivision
- Price point
- Square footage
- Bedrooms / bathrooms
- Home description & special features
- Directions to the home
- Notable products or materials
- HBA supplier recognition

### MARKETING MATERIALS

- Exterior home photo (*when available*)
- Company logo
- Preferred contact information

### BUILDER STORY SIGNAGE

- Builder / company bio
- What makes your company unique
- Builder photo (*optional*)

*Used for in-home signage.*

### PARADE DETAILS

- Builder Agreement acknowledgement
- 50% deposit

# BUILDER STORY SIGNAGE EXAMPLE

New for 2026, participating builders will have the opportunity to be featured through in-home Builder Story Signage. Content and photos submitted through the Materials Submission Form will be used to create a customized Builder Story sign for each participating builder.

## MEET THE BUILDER



**John Bennett**  
*Owner*

### OUR STORY

Founded in 2008, Maple Creek Homes was built on a simple belief: every home should feel thoughtful, personal, and built to last. What began as a small family operation has grown into a trusted local builder known for craftsmanship, communication, and homes designed around real life.

### WHAT MAKES US DIFFERENT

#### **CRAFTSMANSHIP FIRST**

Thoughtful details, quality materials, and skilled builders who take pride in every home.

#### **PERSONALIZED PROCESS**

Homes designed around the way families live, with communication every step of the way.

#### **BUILT ON TRUST**

Relationships matter. We value honesty, accountability, and long-term client trust.

