

# 2026 Parade of Homes Contract



**August 20 – 23**

**THU** 4:00 – 8:00 p.m.

**FRI** 4:00 – 8:00 p.m.

**SAT** 10:00 a.m. – 5:00 p.m.

**SUN** 10:00 a.m. – 5:00 p.m.

*Times/dates may be subject to change.*

The La Crosse Area Builders Association's annual Parade of Homes is a distinguished event in the La Crosse Area, featuring only local building trade professionals. It serves as a platform for these professionals to demonstrate their craftsmanship and skills, fostering important connections with prospective clients while showcasing their specialized skills.

## ENTRY DEADLINE:

**Wednesday, May 13, 2026 at 5:00 p.m.**

*Late Registration Fee (May 14 – 28) = \$100 per home*

*Homes submitted after May 28, 2026, will not be accepted.*

Spots are limited and all homes are committee-selected to be featured in this event.

A completed form does not guarantee your spot in the Parade of Homes.

We encourage you to complete this form as soon as possible.

Changes to the information submitted in this contract may be accepted if production deadlines allow.

## ELIGIBILITY

- New homes and full home remodels completed in 2025 or 2026 are eligible for the Parade of Homes. If your home was completed before 2025, please let us know because it could still receive special eligibility approval.
- 2025 Parade Homes may be relisted if they have not been sold and have not been lived in since being built.
- The builder/associate entering the new home or remodel must be a member of the La Crosse Area Builders Association. The builder/associate will represent their area of expertise and will need to have the appropriate qualifications required for the state in which the Parade Home is located. The builder of the new home or remodel must also be a member of the La Crosse Area Builders Association if an associate enters the new home or remodel.

**La Crosse Area Builders Association (LABA)**

816 2nd Ave S, Ste #100, Onalaska, WI 54650

608-781-5242 | [eo@labaonline.com](mailto:eo@labaonline.com) | [www.labaonline.com](http://www.labaonline.com)

# FEES

You must submit entry fee(s) and security deposit (via check or credit card) when turning in a COMPLETED contract to the LABA office. If unsure about any of the information below, contact the LABA office.

- All checks can be made payable to "**LABA**".

## ENTRY FEE FOR EACH HOME \*

A non-refundable entry fee is required with each home entry. See which one applies to you.

- **\$1,000** – Entry of a New Home or Full Home Remodel\*
- **\$900** – Entry of a New home or Full Home Remodel when entered with 2 or more Homes.
- **\$500** – Entry of a New Home or Full Home Remodel under the "2026 Special" (see below)\*

\*If this contract is submitted late (May 14 – 28, 2026), a late fee of \$100 must be added.

## SECURITY DEPOSIT

A refundable security deposit is required with each home entry. See which one applies to you.

- **\$1,000** deposit for Members entering a home, remodel under the "2025 Special" (see below).
- **\$500** deposit for Members entering a home, remodel at the regular entry fee and do not qualify for the next bullet point.
- **\$100** deposit for Members in good standing for 10 years or more and have had a home in the Parade of Homes for 3 out of the last 5 years.

## → 2026 SPECIAL ←

For those who are new to the Parade of Homes:

- Members who have never featured a home or remodel in the Parade, your **entry fee** is \$500.
- Members who haven't entered a home or remodel in the past 10 years, your **entry fee** is \$500.
  - Must have concurrent membership over the past 10 years to qualify for this special.

**NOTE:** If a Member enters into the Parade of Homes under the 2025 special fee encouragement program but does not complete the project, nor showcase it, the Member is subject to the full payment of the regular entry fee of \$1,000.

# FINES

Security deposits are refunded after the Parade Committee reviews the event and determines if any penalties apply. To ensure fairness to all builders/associates and to maintain event quality, there are fines per entry of:

- **\$1000 + Security Deposit** – Failure to have the home finished & open during all event hours.
- **\$575** – Displaying non-member signage.
- **\$250/meeting** – For each missed Parade of Homes committee meeting (must attend at least 2).
- **\$100** – Bad checks for security deposit, entry fee, or ticket sales.
- **\$100** – If the Member fails to be ready for professional photos at the agreed upon time.
- **\$80 + Cost of all tickets & ticket sales** – Cash box is not returned after the event.

Any other matters that come up shall be judged by the Parade Committee. At their discretion and based on the severity of the problem, a monetary fine may be imposed. All fines will be collected.

# WITHDRAW/REFUND

If there is a chance that your home will withdraw, please let LABA staff know immediately so that we can have the designer and photographer work on your home and magazine page last. If you withdraw your home from the event, the amount you receive back is based on the work done on the home up until that point, in addition to a \$100 minimum profressing fee. If you withdraw the home and your magazine page has already been worked on, you must pay for the labor completed at that point. If you withdraw after the Coulee Region Living magazine goes to print or the photos have already been taken, you will not receive any money back including your entry fee and security deposit.

**NOTE:** LABA is not liable for the loss of any Parade discounts offered to you or your homeowner by your subcontractors that may be contingent upon your home's entry into the Parade of Homes event. Failure to participate in this event may result in the reversal of discounts.

## MEMBER MUST PROVIDE...

### **A Temporary Occupancy Permit by August 13, 2026.**

Finished home by **Wednesday, August 19, 2026**. The Parade Committee will inspect the homes for

completion and compliance. A Committee member will set up a time to inspect the home with you.

*If the home is occupied, please notify the homeowners before inspection.*

A completed 2026 contract, including the description of the home, with a word count between 125-175

words. Your description will be edited to fit. Tip: A description will capture the imagination of the reader.

Exact Home Location: To create a detailed map that directs people to your Parade home, you must provide the exact coordinates of the home, if it is not searchable on Google Maps.

Notify LABA staff by July 13, 2026, about any exceptions to your home's finished site requirements.

Liability Release: This release signed by the homeowner(s) and the member must be submitted to the LABA office by Wednesday, May 13, 2026, or within one week of the home selling.

A professional headshot photo of the Member to be published in the Coulee Region Living magazine.

Photographs of the home: LABA staff will make arrangements to take an exterior photograph of your home. If the home's exterior will not be photo-ready by July 1, 2026, you will need to provide a full-color rendering.

Your presence or another adult representative on the premises during all Parade event hours.

"House Sitters": Event volunteers who will assist with your home's ticket sales, ticket scanning, attendee flow, shoe cover restocking, etc. All house sitters must be at least 18 years of age and are responsible for accounting for all required visitors having a ticket. The number of house sitters will be dependent on house size. Small table and chair(s) are recommended to provide for your house sitters. Any questions regarding ticket pricing or refunds are to be handled by LABA.

### **Seating near the garage/entryway is required for the public to put on/take off their shoe coverings.**

Supply Pick-Up: Visit the LABA office on Tuesday, August 18 or Wednesday, August 19 between 8:30 a.m. and 5:00 p.m. to pick up all event supplies. The Member is responsible for the cash box and must follow the rules posted thereon, and **will see that it is available to the house sitter each day at the opening hour of the Parade.**

Supply Drop-Off: signage, cash box, and other items provided at check-out time must be returned to LABA by 10:30 a.m. Monday, August 24, 2026, as well as a check for cash collected for all ticket sales.

You may not use your security deposit to pay for ticket sales.

Member must attend at least TWO Parade of Homes committee meetings for the 2026 Parade of Homes. Meetings are held once per month at the LABA office. A fine will apply if not completed. The wrap-up meeting held after the Parade of Homes counts towards this requirement.

*(Committee meeting dates: May 14, June 11, July 09, August 13, September 10) \*subject to change*

## LABA AGREES TO PROVIDE...

- Advertising to promote the Parade of Homes. (over \$7,500 budgeted)
- Advance ticket sales outlets: Tickets are \$10 at ticket outlets and \$10 at Parade Homes (prices could change).
- Tickets for builders to sell at the door. Each builder with a home in the Parade receives six (6) free tickets per Parade Home. You may also purchase as many advance tickets as you like at the LABA member price of \$5 at the LABA office (price could change).
- A color, full page in the Coulee Region Living magazine. LABA has a standard format for these pages and uses the information you provide on the contract form for this page. The *Coulee Region Living* magazine will be on LABA's website and Facebook page, as well as the Coulee Region Women's website and Facebook page. (\$1,380 value)
- House Supplies: A cash box containing \$80 of start-up cash, tickets, yard signs, directional signs, flags, and shoe covers for use during the Parade. Parade items should be picked up on Tuesday, August 18, or Wednesday, August 19, during LABA business hours (8:30 a.m. – 5:00 p.m.). All the items (except used shoe covers) are to be returned by 10:30 a.m. on Monday, August 24, 2026.
- Awards for the People's Choice (1st and 2nd), which are voted on by Parade attendees.
- Website: Your parade entry will have a page on [www.labaparadeofhomes.com](http://www.labaparadeofhomes.com) and will be listed until 60 days before the 2027 Parade of Homes. (\$1,800 value)
- 1 high-quality, professional exterior home photograph. (**Home must be photo-ready by July 1, 2026**)
- 10 additional high-quality professional photographs for the top People's Choice homes. (\$450 value)
  - You will be able to purchase additional photos if interested. Additional images are \$25/image. An heirloom photo album is available to purchase for both the homeowner and builder.

**OPTIONAL:** You can always set up a separate professional photo shoot of your Parade home.

Two LABA members can take professional home photos:

Hazel Media LLC (608-618-0257) or Frontier Photography (608-571-5802)

## GARAGE SPACE

**Required:** A space size of about one car stall must be reserved for attendees to sit down and put on or take off their shoe coverings, if using the garage door as a main entrance the home.

- Public attendees can enter/exit your home through the garage or front door, but LABA recommends the builder/associate have attendees use the garage for many beneficial reasons:
  - Space for the public attendees to put on shoe coverings.
  - Space available for a Garage Renter (see below).
- **Garage Renter:** With your consent, your Parade home's empty garage space can be rented out by another LABA member during the event for \$200. Garage Renters are allowed space to set up their own table and talk to attendees during the entirety of the event.
  - The builder/associate will receive \$100 (post-event) for each Garage Renter allowed in.
  - Garage Renters must be current LABA members, and it's recommended that they also be subcontractors of the Parade home.
  - LABA agrees to rent the space only upon approval of the builder/associate. Garage Renters contract directly with LABA. The builder/associate will only allow the rental space if they can agree to give the renter full use of the space with no competing company or information in the garage.

# PROVIDERS OF PRODUCTS/SERVICES IN YOUR PARADE HOME

LABA strongly encourages builders/associates to use fellow LABA members as their builders, suppliers, and sub-contractors on their homes. Only member businesses are allowed signage inside and/or outside the homes. Suppliers are allowed one sign per room per company, and signs are limited in size so as not to detract from the house. Interior signs should be no larger than 8 1/2" x 11", and exterior signs no larger than 24" w x 18" h. An advertising fine up to \$575 will be assessed by the Parade Committee to the builder/associate for not complying. Homes may be shown furnished, partly furnished or unfurnished. Parade participants are responsible for communication with their home's builders, suppliers, and subcontractors.

## FORCE MAJEURE

The La Crosse Area Builders Association shall have the right to reschedule or cancel the physical Parade of Homes if the La Crosse Area Builders Association is unable to perform any of its obligations under the Agreement because of a Force Majeure Event. A "Force Majeure Event" is any event beyond the control of the La Crosse Area Builders Association including, but not limited to: acts of God; fires; floods; wars; civil or military disturbances; acts of terrorism; sabotage; strikes; epidemics, outbreaks, or pandemics; riots; power failures; accidents; labor disputes; acts of civil or military authority; governmental actions or orders; or inability to obtain labor, material, equipment or transportation. The La Crosse Area Home Builders Association shall not be liable for any damages of any kind whatsoever suffered by the member that result from the rescheduling or cancellation of the Parade of Homes as the result of a Force Majeure Event. The La Crosse Area Builders Association expends resources and incurs costs and expenses planning and preparing for the Parade of Homes. The Member acknowledges and agrees that in the event that the physical Parade of Homes is canceled as the result of a Force Majeure Event, the fees has been earned by the La Crosse Area Builders Association, and that it shall not be returned to the member.

## IDEMNIFICATION

The Parade Participant agrees to indemnify, hold harmless and defend the La Crosse Area Builders Association, their employees, the Parade of Homes Committee, and their respective members, officers, directors, agents, and employees ("indemnities") from and against all liabilities, damages, actions, losses, claims and expenses (including reasonable attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the exhibitor or its employees, agents contractors, or attendees.

## OTHER RULES AND REQUIREMENTS

- Any Parade Home can and will be photographed by authorized personnel and used to promote the Parade of Homes and/or all other LABA events without notice or written permission. These photographs may be available for the Member to use in your own promotional materials or advertising upon request.
- A rough-in inspection and final inspection of the Parade Home must be completed prior to the event by the appropriate inspector for the municipality. All needed corrections must be made before the start of the 2026 Parade of Homes.
- The final decision on all matters of general policy of the Parade of Homes shall be referred to the Chairperson of the Parade Committee for disposition with the committee and the LABA Board of Directors.
- Open Houses are not allowed during the same hours as the Parade of Homes.
- POH Committee reserves the right to modify these rules as they see fit.



# COMPLETE THIS FORM

## 2026 Parade of Homes Contract

Hosted by the La Crosse Area Builders Association

August 20-23, 2026

Below information will be printed for the **public**.

Company Name: \_\_\_\_\_

Name of Member: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Below information will only be used for correspondence with the LABA staff. Complete if different or in addition to the public contact.

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address of Home: \_\_\_\_\_

City & State: \_\_\_\_\_ Subdivision (if applicable): \_\_\_\_\_

Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_

Providing the Latitude & Longitude is required if your home's exact address is not searchable on Google Maps.

To find your home's latitude & longitude on Google Maps, zoom in on your home's general location, then click exactly where the home is located on the map. A pin will show up with the latitude/longitude info. (For Example: 43.864829, -91.264050)

**This house is...**  
(check one)

For Sale       Sold, but won't be occupied during the Parade  
 Occupied - Must complete a *Homeowner Release of Liability* (last page)

Est. Selling Price: \$ \_\_\_\_\_

Contract price includes landscaping, but not water, sewer or lot. This price is not publicized.

# of Bedrooms: \_\_\_\_\_ # of Baths: \_\_\_\_\_ Total Square Feet: \_\_\_\_\_

Are you willing to have a Garage Renter?  No  Yes, I will find one.  Yes, LABA can find one.

See pg. 4 for more information.

**Type & email a description of your home** to [info@LABAonline.com](mailto:info@LABAonline.com) along with this contract. (125-175 words)

Descriptions are used in the Coulee Region Living magazine and will be edited to fit. 18,500 magazines printed.

### By signing below, I agree to the following...

- I have completed the "Subcontractors List" (next page)
- The LABA staff can contact me to schedule an exterior photoshoot of my Parade home. LABA and the photographer have full usage rights to all photographs and videos taken and retain the right to license the photos to third parties related to the build (i.e. suppliers, contractors, etc.) and use the visuals for any marketing purposes.
- If my home is sold or occupied, I have explained the "Homeowner's Guide" to my homeowners, including relevant deadlines and expectations. The homeowner agrees to sign the "Homeowner Release of Liability" form (pg. 8) and I have returned the form to LABA.
- I have read all sections of this 2026 Parade of Homes Contract, I fully understand the Parade rules and regulations and agree to abide by them and any subsequent rules and regulations established by the 2025 Parade of Homes Committee.

Member Signature

Today's Date

### Checklist for Contract Completion

Completed by LABA staff to ensure your entry includes the following.

Needed if the home is to be occupied during the Parade:

Completed "Homeowner Release of Liability" form (pg. 8)  
 Copy of the homeowner's insurance

Must cover all days of the Parade event.

Temp. Occupancy Permit

Signed contract & completed pg. 6-8

High quality logo on file

A professional headshot of the member

Email detailed description of home

Entry Fee payment

Security Deposit payment

Valid company Certificate of Liability Insurance



# Subcontractor List

The La Crosse Area Builders Association's Parade of Homes is a member exclusive event. Please fill out each category with all sub-contractors you are using; be sure to include non-members. Write your company name if you provided the work for the home. If a non-member becomes a member before June 5, 2026 they will be listed in the Coulee Region Living magazine.

Appliances		Insurance	
Architect/Draftsmen		Interior Design/Staging	
Asphalt		Internet Provider	
Audio/ Home Theater		Irrigation	
Cabinets		Landscaping	
Carpentry		Light Fixtures	
Central Vac		Lumber	
Cleaning Service		Masonry	
Closets		Millwork	
Concrete Flatwork		Painter	
Countertops		Paint Supplier	
Disposal/ Dumpster		Plumbing	
Dock/Decking		Plumbing Fixtures	
Doors		Portable Toilets	
Drywall Plaster/Sheetrock		Realtor	
Electrician		Roofer	
Engineer		Security System	
Equipment Rental		Sheet Metal	
Excavation		Shower/Tub	
Fencing		Siding/Soffit	
Financing		Stone	
Fireplace		Tiling	
Fireplace Mantel		Title Company	
Flooring		Tree Clearing/Cutting	
Framing		Trusses	
Foundation		Utilities	
Garage Door		Water Softening	
Glass		Well/Septic System	
Gutters & Downspouts		Window Covering	
Home Energy Consultant		Windows	
Hot Tub/Pool		Other:	
HVAC/Geothermal		Other:	
Insulation		Other:	
Insulated Concrete Forms		Other:	

Complete & turn in by:  
Wednesday,  
May 13, 2026



La Crosse Area Builders Association  
816 2<sup>nd</sup> Ave. South  
Onalaska, WI 54650  
608-781-5242  
info@labaonline.com

## Homeowner Release of Liability

Event Dates: August 20-23, 2026

I/We, \_\_\_\_\_ of \_\_\_\_\_,  
(Homeowner(s) Name) \_\_\_\_\_ (Property Address)

hereby agree to provide \_\_\_\_\_ and the La Crosse Area Builders Association (LABA)  
(LABA Member)

with a copy of my/our Homeowners Insurance showing that full coverage is in force on our property during the entire time our home is a part of the 2026 Parade of Homes. We further hereby acknowledge that we have been approved to move into our home prior to the Parade of Homes dates, subject to the following rules:

- We agree to vacate the premises during the hours that the Parade of Homes is taking place:  
(times/dates may be subject to change)

Thursday, August 20 & Friday, August 21		3:45 p.m. - 8:30 p.m.
Saturday, August 22 & Sunday, August 23		9:45 a.m. - 5:30 p.m.

- We understand that an inspection may be done of our home by a Parade of Homes Committee member on Wednesday, August 19 or Thursday, August 20, 2026 to ensure the home is ready for the Parade of Homes.
- All photos/videos taken for the Parade or after are the property of the LABA, the photographer, and the LABA Member and may be used prior or in future marketing or advertising without further approval from the homeowner or the LABA Member. LABA and the photographer retain full copyrights to all visuals and the right to license the photos to third parties related to the build i.e. suppliers, contractors, etc.). You do have the option to purchase the photos taken of your home.
- Homeowner is aware that there is a risk of theft involving persons attending this event. Homeowner accepts responsibility for preparing the property to minimize the likelihood of loss of personal property by securing or removing any valuables, personal information, and medications.
- Homeowner agrees to defend, indemnify and hold harmless the La Crosse Area Builders Association, its directors, officers, employees, and the LABA Member from and against any claims, liabilities, losses, suit or expenses (including reasonable attorney fees) on account of personal injury, death, or damage to or loss of property arising from or in connection with the Parade of Homes. This release additionally applies to their heirs, legal representatives, and successors and anyone else claiming under them.

The La Crosse Area Builders Association acknowledges that we have had only one of the above mentioned problems since 1975 and do not expect to have any such problems in the 2026 Parade of Homes. By signing below, it's understood that LABA accepts no responsibility with regard to such items in the unlikely event that they should occur.

\_\_\_\_\_  
Homeowner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Homeowner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
LABA Member Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
LABA Representative Signature

\_\_\_\_\_  
Date