



2019 FESTIVAL
PARADE
OF HOMES



OCTOBER 10th - 20th 2019





LOCATION

Doubletree Lake Estates is one of Crown Point's only gated, 24 hour-private guarded, and lake communities located in Winfield, Indiana.

- Doubletree boasts 24 hour private security
- Doubletree lake is spring fed and a mile long
- 8 foot walking path circles the entire subdivision
- Onsite shopping including grocery and pharmacy
- A planned playground



Visit: DoubleTreeSubdivision.com



5 BUILDER HOMES!





DAILY EVENTS

Thursday, October 10th – VIP Kick-Off Event

Friday, October 11th – Grand Opening of Festival / Entertainment / Beer Tents

Saturday, October 12th – Entertainment / Beer Tent / Vendor Tents

Sunday, October 13th – Family Day Entertainment (Boys Scouts) / Beer Tent / Vendor Tents

Monday, October 14th – Last Day SHAREity Raffle Ticket – VIP Event

Tuesday, October 15th – GAME DAY - Big 10 Scavenger Hunt

Wednesday, October 16th – GNIAR - Realtor Day / Entertainment / Beer Tent

Thursday, October 17th – NWI Restaurant Tour

Friday, October 18th – Entertainment / Beer Tent / Vendor Tents

Saturday, October 19th – Entertainment / Beer Tent / Vendor Tents

Sunday, October 20th – Entertainment / Beer Tent / Vendor Tents / SHAREity Raffle Drawing

Note: Above events calendar is currently tentative





MARKETING

The event will be highlighted through Northwest Indiana and will run through a variety of well known media outlets, including The NWI Times, ValpoLife, Adams Radio Group, Lamar Billboards, NWI Business Magazine and Chamber of Commerce Newsletters to name of few. As a participant vendor, your company will be listed on our Festival Parade of Homes and HBANWI.com websites. The 6+ month campaign will include:

- Multiple mailers to local residents
- Feature articles & advertisements in the Times Newspaper and online website
- Posters and mini flyers – posted and distributed through HBA member businesses
- Signage at Double-Tree location advertising the event
- Adams Radio Group (Indiana 105 & 107.1 The Z) Commercials & Interviews
- Advertise the event with Lamar and/or View Billboards throughout NWI
- Get the word out through Chamber of Commerce advertising outlets (Valpo Chamber and Crossroads Chamber of Commerce)
- GNIAR Partnership – work with GNIAR to help realtor members promote the event to their customers, who would be looking for homes for sale
- ValpoLife, NWILife, PortageLife, LaPorteCountyLife, advertisements, articles, and interviews.
- HBA Members, Event Attendees, Partners regular E-blasts of event
- HBA Social Media Marketing (Facebook, Twitter, Instagram, LinkedIn) regular posts and event marketing
- The Parade of Homes and HBA Websites will list all the participating vendors and will link to their websites

The above mentioned is just a small sampling of the marketing and advertising initiatives for the 2019 Festival Parade of Homes Event. More media and marketing information to come as the event draws near.

