

# 9<sup>TH</sup> ANNUAL



THE NORTHERN MICHIGAN

## NKBA KITCHEN TOUR

SATURDAY, OCTOBER 15, 2016

We are excited to announce that we will be partnering with *Michigan HOME & Lifestyle* magazine this year! So please come join us. This is a benchmark event garnering attention from our neighboring states with attendees who are building and remodeling here in northern Michigan. You will not want to miss out on the opportunity to bring new business to you! Many of our designers say they receive calls long before the event and many attendees are coming back to work with them.

***Michigan HOME & Lifestyle*** is a beautiful Michigan magazine that spotlights a design section. It has always been their thought that the heart of a home is usually the Kitchen! Along with a lifestyle section, chef features and builder features, this magazine easily targets our clients. Michigan HOME & Lifestyle partners with the regional chapters of the NKBA and they are experienced and very excited to partner with us to promote the NKBA and our next amazing tour.

*As in the past, we want to give back to the community and have chosen to partner with a local organization to help raise funds.*

*"I got 3 calls after the tour with potential business. That's why I participate."*

*Bonnie Hill, Preston Feather*

*"I remember you, you were here last year."*

*Sandy Bargiel, Bay Cabinetry*



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## **TOUR PARTICIPATION GUIDELINES**

- Applicant must be a current NKBA member in good standing and application must be completed by an NKBA member.
- Designs remain property of the company in which designer was employed by at the time the work was done.
- The kitchen will be the only portion of the house toured.
- Geographic locations will be considered. Site visits by the committee may be necessary for selection.

We have made slight changes this year by shortening the registration portion to get the initial information. We will need a minimum of 12 entries and our initial goal is to know their location so we may layout the map. Once we have this information, we will proceed to the next portion and gather the rest of the information. We also will promote with our area Chambers of Commerce, Builder's Associations and more. Your help in this area will be very beneficial and appreciated.

## **ENTRY REQUIRED MATERIALS CHECKLIST**

- Registration must be received by April 7, 2016 – See below**
  - Design description – challenges, solutions, features, approximately 300 words
  - Photos of the project. Photos do not need to be professional.
  - Have homeowner's verbal approval
  - Parking and accessibility considered
  - Information and Source Sheet – Information is used by Michigan Home and Lifestyle to solicit for sponsorships
  - Signed Designer/Firm Participation and Homeowner's Participation Agreements
  - Designer's photo and company logo if new or not on file
  - Directions given from a main intersection
  - Kitchens should be ready to be photographed per magazines discretion.
  - Note: Entry fee must be received to be photographed
  - Proof of insurance by either design firm or homeowner will be due August 15, 2016
- Entry fee – NKBA Members \$ 900 per entry. Non-NKBA member's fee is \$1200 per entry.
- Checks payable to: NKBA Northern Michigan Chapter.  
Note: – payments will be mailed directly to our chapter's treasurer –

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**Entry fee includes:**

- 1/2 page ad will run in the Fall issue of Michigan HOME & Lifestyle opposite of the entry's feature. (We are receiving a great value, a half page ad is \$1825.)
- One low resolution photo to use exclusively on website/emails - not to be used in any other publication. Not print quality
- Editorial for each entry
- 50 copies of the Northern Michigan NKBA Fall Kitchen Tour.
- 4 complimentary tickets - 2 for each homeowner + 2 for friends, or builder, etc.
- Advertisers may purchase a one year subscription for \$12.00