



WISCONSIN  
Trend Home™



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### **What is the Wisconsin Trend Home™ project?**

A partnership between the Wisconsin Builders Foundation (WBA Foundation) and Schmidt Bros. Custom Homes, Inc. to construct a new home that will serve as an educational and research tool for housing professionals and as a promotional tool to the general public regarding green building techniques. The home will be sold at fair market value and the proceeds donated to the 501(c)(3) not-for-profit WBA Foundation to fund future education and research projects for the benefit of the housing industry in Wisconsin. Because the home is located within the jurisdiction of Valley Home Builders Association (VHBA) and whenever possible, all subcontractors and suppliers working on the home will be VHBA members, a small percentage of the proceeds will benefit the VHBA Fund of the WBA Foundation to support education, research and charitable aid efforts in the Fox Valley area.

### **What sorts of green building products/techniques will be included in the home?**

A portion of the answer to this question will depend upon the industry partners we can secure for the Trend Home project. Initially, among the green/sustainable elements are:

- R10 insulation under the basement floor; R20 for basement walls; R30 for above grade walls; R60 in the attic
- Windows with a U value of 19 or lower
- Walls that are 24"-on-center stack framing
- Geothermal heat and closed combustion wood-burning fireplace
- Solar electric with combination of compact fluorescent and LED lighting throughout home and an Energy Management System for controlling energy consumption
- Structured plumbing with in-line pump (re-circulating line) for hot water (triggered by push-button)
- Use of green flooring everywhere possible
- Energy recovery ventilator (ERV) with dehumidistat
- Other – Energy recovery ventilator (ERV) with dehumidistat
- Overall – achieve National Green Building Standard certification (Bronze level or higher) and Wisconsin ENERGY STAR® certification

Other green and “trendy” features are welcomed, and the homeowner will consider a wide range of technologies that will be sustainable and enhance their comfort in the home.

### **How can my company be a part of the Wisconsin Trend Home™?**

We are currently seeking industry partners to donate products/services to this project to maximize the funds raised for the WBA Foundation...see enclosed for details.

### **Are donations to the Trend Home tax deductible?**

Product donations are tax deductible charitable contributions to the extent allowable by law. While labor donations are not deductible charitable expenses, the total value of your contribution will be recognized accordingly. Every contribution enhances the educational and promotional aspects of the home and will provide valuable funds for future education, research and charitable aid efforts.



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## Partnership Opportunities

### PREMIER LEVEL PARTNERS

#### Product/Service Donations \$10,001+

- Tutorial video about product and/or installation for industry professionals on special web section featuring the Trend Home
- Educational video about product and benefits for homeowners (for consumers on web site)
- Product spec sheets as downloads from web site
- Company profile as download from web site
- VIP attendance for 6 at ribbon cutting ceremony (including photo with dignitaries)
- Ability to have company personnel at all educational opportunities and open houses
- Receive contact information collected for attendees at educational opportunities and open houses
- Article specifically on company/product in VHBA's electronic newsletter, *Valley View*
- Recognition and literature as part of the Trend Home display at the VHBA Member Center
- Recognition as Premier Level Partner:
  - On web site with link to company site
  - On promotional materials for educational opportunities/open houses
  - On all press releases distributed regarding the home
  - On banner displayed at home and at VHBA's September general membership meeting
  - In official guide book for the 2010 VHBA Parade of Homes & Condos
  - In VHBA's quarterly printed newsletter, *Valley Builder*
  - In the Wisconsin Builders Association (WBA) magazine, *Wisconsin Badger Builder*
  - On Trend Home display at the October 2010 WBA Board Day and at the 2011 WBA Convention

### STAR LEVEL PARTNERS

#### Product/Service Donations \$5,001 - \$10,000

- Tutorial video about product and/or installation for industry professionals on special web section featuring the Trend Home
- Product spec sheets as downloads from web site
- Company profile as download from web site
- VIP attendance for 4 at ribbon cutting ceremony (including photo with dignitaries)
- Ability to have company personnel at all educational opportunities and open houses
- Recognition and literature as part of the Trend Home display at the VHBA Member Center
- Recognition as Star Level Partner:
  - On web site with link to company site
  - On promotional materials for educational opportunities/open houses
  - On banner displayed at home and at VHBA's September general membership meeting
  - In official guide book for the 2010 VHBA Parade of Homes & Condos
  - In VHBA's quarterly printed newsletter, *Valley Builder*
  - In the Wisconsin Builders Association (WBA) magazine, *Wisconsin Badger Builder*
  - On Trend Home display at the October 2010 WBA Board Day and at the 2011 WBA Convention

## **MARQUEE LEVEL PARTNERS**

### Product/Service Donations \$2,501 - \$5,000

- Product spec sheets as downloads from web site
- VIP attendance for 4 at ribbon cutting ceremony
- Ability to have company personnel at all educational opportunities and open houses
- Recognition and literature as part of the Trend Home display at the VHBA Member Center
- Recognition as Marquee Level Partner:
  - On web site with link to company site
  - On promotional materials for educational opportunities/open houses
  - On banner displayed at home and at VHBA's September general membership meeting
  - In official guide book for the 2010 VHBA Parade of Homes & Condos
  - In VHBA's quarterly printed newsletter, *Valley Builder*
  - In the Wisconsin Builders Association (WBA) magazine, *Wisconsin Badger Builder*
  - On Trend Home display at the October 2010 WBA Board Day and at the 2011 WBA Convention

## **SPOTLIGHT LEVEL PARTNERS**

### Product/Service Donations \$1,000 - \$2,500

- VIP attendance for 2 at ribbon cutting ceremony
- Ability to have company personnel at all educational opportunities and open houses
- Recognition as part of the Trend Home display at the VHBA Member Center
- Recognition as Spotlight Level Partner:
  - On web site with link to company site
  - On promotional materials for educational opportunities/open houses
  - On banner displayed at home and at VHBA's September general membership meeting
  - In official guide book for the 2010 VHBA Parade of Homes & Condos
  - In VHBA's quarterly printed newsletter, *Valley Builder*
  - In the Wisconsin Builders Association (WBA) magazine, *Wisconsin Badger Builder*
  - On Trend Home display at the October 2010 WBA Board Day and at the 2011 WBA Convention

**Partnership opportunities can be customized to best fit your goals...  
please contact Lisa Schmidt at 920-993-1520 or [lisa@schmidtbros.com](mailto:lisa@schmidtbros.com) to discuss other options.**

Product donations are tax deductible charitable contributions to the extent allowable by law. While labor donations are not deductible charitable expenses, the total value of your contribution will be recognized accordingly.

Wisconsin Trend Home 2010 will be featured in the VHBA Parade of Homes & Condos, August 14-22, so time is of the essence for this project. Additionally, there will be educational sessions at the homes at varying times during and after construction, and a ribbon cutting ceremony will be held to which local and state officials and the media will be invited.

The web site will be heavily featured in all materials and high traffic to the site is anticipated. Other social media outlets, such as Twitter, Facebook and YouTube, will also be utilized...partner recognition will be included with these as those elements are developed.

The educational and promotional opportunities for the building industry and consumers are plentiful with Wisconsin Trend Home 2010, and the funds the home will raise for the WBA Foundation will provide valuable funds for future education, research and charitable aid efforts.