

# 2018 SPONSORSHIP OPPORTUNITIES



LakesRegion**PARADEOFHOMES.com**

Columbus Day Weekend • **OCTOBER 6, 7 & 8TH** • 10-4 Daily

Don't miss this opportunity to connect with the public and engage potential customers. Our expansive multi-media advertising campaign combined with the vast experience of the Parade committee, will assure the most value for your advertising dollar.

**Our goal is simple — PRODUCE THE BEST CONSTRUCTION INDUSTRY MARKETING EVENT AND TOUR OF NEW RESIDENTIAL HOMES.**

	PRESENTING	GOLD	SILVER	BRONZE	PARADE CRAZE "APP" BANNER	SWAG BAG
COST	\$2,500	1,000	\$500	\$250	\$150	*\$500+

	PRESENTING	GOLD	SILVER	BRONZE	PC Banner
Logo on Cover of Guide Book	✓				
Logo on Home Yard Signs	✓				
Logo On Tickets	✓				
Logo on Front of Rack Cards	✓				
Free 1/2 Page Ad in Guide Book	✓				
Display Promo Materials	✓	✓	✓	✓	
Year-round use of POH Logo	✓	✓	✓	✓	✓
Post Visitor's Database	✓	✓	✓		
Pro-Highlight on Facebook	✓	✓	✓		
Write-Up in E-Newsletter	✓	✓			
Broadcast Promotion	✓ Radio Interview & Rotating Spots	✓ Rotating Spots			

## MARKETING MATERIALS Company Name/Logo included in the following:

	PRESENTING	GOLD	SILVER	BRONZE	PC BANNER
On-site Marketing Materials	✓	✓	✓	✓	
Logo Highlighted in Guide Book	✓	✓	✓	✓	
Event Flyers & Rack Cards	✓	✓	✓	✓	
Logo Recognition in E-Newsletter	✓	✓	✓	✓	
POH Website & Links	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓
Print Media Advertising Campaign	✓	✓	✓	✓	
Recognition at Awards Ceremony	✓	✓	✓	✓	
Logo Recognition at POH Homes	✓	✓	✓	✓	
Swag Bag Insert Opportunity	✓	✓	✓	✓	✓

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