

for Inspiration.  
for Design.  
for Innovation.



2024

LAKES REGION  
PARADE OF HOMES  
**MEDIA KIT**

A 2-Day Self Guided Tour  
October 12 & 13th, 2024

Marceau Homes & Home Comfort Design

[lakesregionParadeofHomes.com](https://lakesregionParadeofHomes.com)

PRESENTING SPONSORS:



MEDIA SPONSOR:



Hosted by:



# about THE PARADE OF HOMES

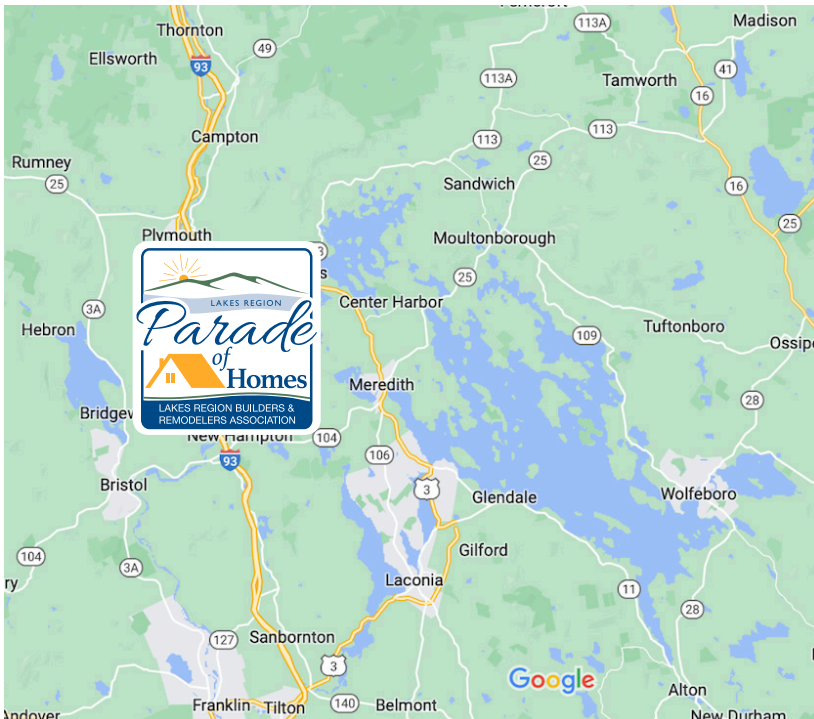
**GOAL OF THE TOUR:** Provide premier builders and trade professionals an opportunity to showcase spectacular homes with the latest technology, elegant finishes and craftsmanship that homeowners want to apply to their own projects.

**ATTENDANCE:** The popular tour attracts between 800-1200 attendees. The average parade-goer will visit 4-5 homes over the weekend with many viewing all of the homes on the tour. **NO OTHER OPEN HOUSE SCENARIO WILL GET THAT MUCH EXPOSURE FOR YOUR BUSINESS.**

**TARGETED AUDIENCE:** Visitors are qualified homeowners looking for products and services for their homes and renovation projects. They come ready to meet builders and professionals to discuss their ideas and check out the newest trends in building and design.

**SPONSORSHIPS:** Over 75% of visitors come from our multi-media marketing including print, radio & social media. Get maximum exposure for months leading up to, during and post event. The home tour remains live virtually through spring 2025!

**MAKING A DIFFERENCE IN OUR COMMUNITIES:** Ticket Sales from the tour goes directly into workforce development and inspiring the next generation of tradespeople. LRBRA helps area high school students build small homes and awards educational scholarships and tool box awards to help students get started with their careers.



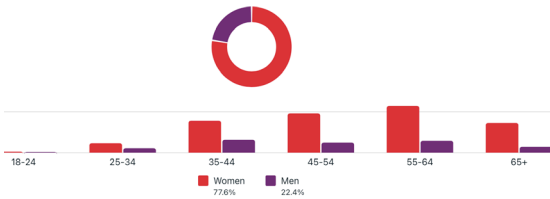
Don't miss this opportunity to connect with the public and engage potential customers. Our expansive multi-media advertising campaign will assure the most value for your advertising dollar.

**Columbus Day Weekend**  
**Saturday, October 12th and**  
**Sunday October 13th, 2024**  
**9-5 pm / Daily**

**One Ticket • Good All Weekend**  
**Start At Any Home**  
Ticket Sales \$25/each  
18 years & younger free

*Parade Customers Are Your Customers!*  
**lakesregionparadeofhomes.com**

# reach your TARGET MARKET



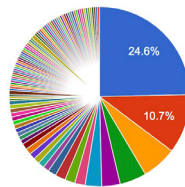
## DEMOGRAPHICS

**FACEBOOK / INSTAGRAM:** Reaches between 50-80K people: 76% Women / 24% Men. People responded best to the builder videos and sneak peak photos! Parade banners continue to run all year!

**70% of visitors are between the ages 35-64!**

## DISTRIBUTION

Pre marketing gmaterial begins in March. 1,000 guide books will be distributed during the prestigious Parade of Homes tour October 12 through 13, 2024 as well as before and after the event. The parade guidebook will also be made available in a digital "format" on the Parade of Homes website for years to come.



**Visitors came from 196 zip codes; including NH, MA, CT, NY & CA**

## FUN FACT

**Visitors to the Lakes Region Parade of Homes have reported keeping their official guide books for several years as a reference to find new builders & talk with trade professionals.**

# sponsorship OPPORTUNITIES



Members of LRBRA receive exclusive access to the Lakes Region Parade of Homes through product placement, early introductions to meet the builders and marketing opportunities! We invite you to participate as a Partner in this year's event and benefit from the comprehensive marketing program,

## A MARKETING BONANZA

- Traditional marketing with an extensive mix of radio, print promotion leading up to the event
- PR & earned media
- Social Media - Facebook & Instagram Highlights pre, during and post event
- Premium online presence at lakesregionparadeofhomes.com
- Presence in the Official Parade of Homes magazine & online version
- Promotion to the industry for the event begins nearly 6 months out
- Parade of Homes App - Directions, Viewing, Builder Interviews, Comments & Voting

Some partnerships include space in the Parade of Homes Official Guidebook; and additional print is available for purchase through our partners at NH Home.

## REFERENCES

- Video Wrap Up:**  
<https://youtu.be/QQNdbJIW74c>
- E-Guide Book:**  
[https://issuu.com/mcleancommunications/docs/parade\\_of\\_homes\\_2023](https://issuu.com/mcleancommunications/docs/parade_of_homes_2023)

## BROUGHT TO YOU BY:

Lakes Region Builders & Remodelers Association

# sponsorship OPPORTUNITIES



For Sponsorship Contact: [info@lakesregionbuilders.com](mailto:info@lakesregionbuilders.com) • (603) 387-1817

## PRESENTING-~~(Limit 3 SOLD OUT)~~

*Must be a member*

- Radio Interviews & Broadcast Rotation
- Logo on Yard Signs at every Home
- Logo on Tickets
- Logo on the cover of Official Guide Book
- Premier Placement on Print Campaign
- 1/2 Page Ad Guide Book
- 1/2 Page ad in E-Newsletter
- Presenting Sponsor Press Release
- Prominent Logo w/ Links on Website
- Rotating Web Banner ADS
- Recognition on Parade Video
- Pro-Highlight on Facebook
- Recognition at Banquet
- Display Promo Material in the homes
- Swag Bag Insert Participation
- Year-round use of POH Logo
- 6 Comp Parade Tickets
- 2 Comp Award Celebration Tickets

**PRICE: \$3,500**

## GOLD (Limit 8 SOLD)

*Must be a member*

- Radio Rotating Mentions
- Pro-Highlight on Facebook
- Recognition on Parade Video
- Recognition on E-Newsletter
- Company Logo with Link on POH Website/App
- Company Banner (rotating) on POH Website/App
- Logo in Parade Guidebook
- Sponsor Recognition at homes & at Banquet
- Display Promo Material in the homes
- Swag Bag Insert Participation
- Year-round use of POH Logo
- 4 Comp Parade Tickets

**PRICE: \$1,000**

*Parade Visitors Are Your Customers!*

## SILVER

*Must be a member*

- Recognition on E-Newsletter
- Display Promo Material in the homes
- Social Media Shout Out
- Recognition on Parade Video
- Company Logo with Link on POH Website
- Sponsor Recognition at homes & at Banquet
- Swag Bag Insert Participation
- Logo in Parade Guidebook
- Year-round use of POH Logo
- 2 Comp Parade Tickets

**PRICE: \$500**

## BRONZE

*Open to Members and Non-Members*

- Social Media Shout Out
- Company Logo with Link on POH Website/App
- Logo in Parade Guidebook
- Sponsor Recognition at homes & at Banquet
- Year-round use of POH Logo

**PRICE: \$300 (M) / \$400 (non-members)**

## BANNER ONLY (1200x200 pixels)

- Company Banner (rotating) on POH Website/App
- Runs through March of the next year

**PRICE: \$350 (M) / \$450 (non-members)**

## SWAG BAG (Limit 1)

*Must be a member* **PRICE: \$250+**

Plus provide 500 swag bags  
with Parade Logo & Your Company Logo  
Insert Material: n/c (M) / \$150 (non-members)

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES AT THE AWARDS CELEBRATION

### OCTOBER BANQUET

**PRICE: \$1,000**

Display, Banner, Talk with Group  
for 3-5 minutes.

### DRINK TICKET

**PRICE: \$250+**

Treat attendees to (1) drink.  
Logo on Bar Signage

### SIGNATURE DRINK

**PRICE: \$150**

Choose the ingredients and  
name the night's signature drink.  
Logo recognition at the Bar