

# 2017 SPONSORSHIP OPPORTUNITIES



LakesRegion**PARADEOFHOMES.com**

Columbus Day Weekend • **OCTOBER 7, 8 & 9, 2017** • 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	VEHICLE	SWAG BAG
<b>COST</b>	\$2,500	1,000	\$500	\$250	\$500	*\$500+
	Limit 3 SOLD OUT				Signage & Exposure all Weekend.	SOLD

	PRESENTING	GOLD	SILVER	BRONZE	VEHICLE
Logo on Cover of Guide Book	✓				
Logo on Home Yard Signs	✓				
Logo Printed 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	✓	✓	✓		
<b>NEW</b> 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	VEHICLE
On-site Marketing Materials	✓	✓	✓	✓	✓
Logo Highlighted in Guide Book	✓	✓	✓	✓	✓
Event Posters & 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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