



Hayward & Compny Custom Builders  
2025 People's Choice Winner



# 2026 MEDIA KIT

2-Day Self Guided Tour  
October 10 & 11, 2026

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

PRESENTING  
SPONSORS:



MEDIA SPONSOR:



EVENT HOST:



# about the PARADE OF HOMES

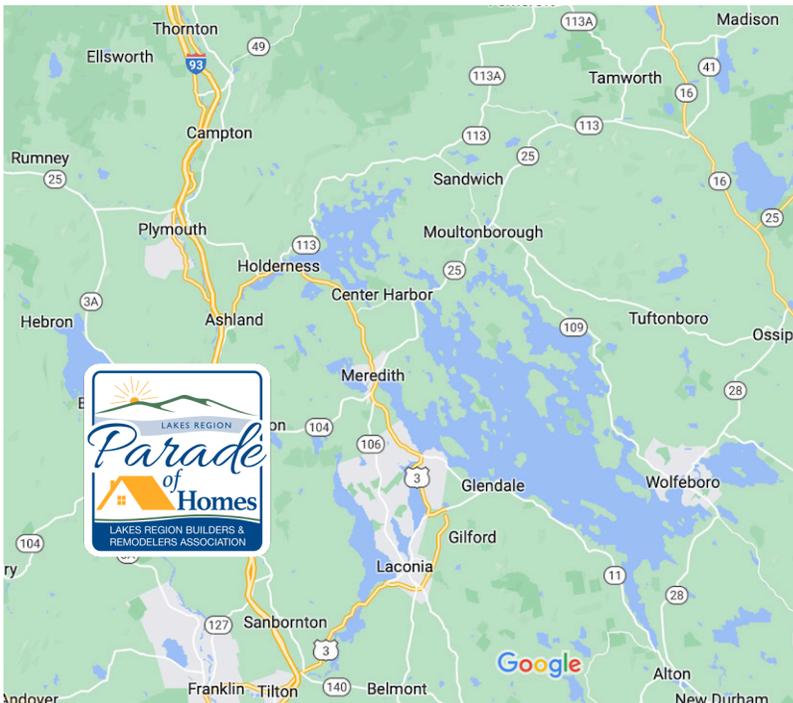
**GOAL OF THE TOUR:** Provide premier builders and trade professionals an opportunity to showcase spectacular homes with the latest technology, elegant finishes and craftsmanship that homeowners want to apply to their own projects.

**ATTENDANCE:** The popular tour attracts over 1000 attendees. The average parade-goer will visit 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, online & social media. Get maximum exposure for months leading up to, during and post event. The home tour remains live virtually through spring 2027!

**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 10 &**  
**Sunday, October 11, 2026**  
**9 A.M - 5 P.M. Daily**

**One Ticket • Valid All Weekend**  
**Start At Any Home**

Tickets \$30 per person  
16 years & younger free

Parade Customers Are Your Customers!  
[lakesregionparadeofhomes.com](http://lakesregionparadeofhomes.com)

# marketing OPPORTUNITIES



## MARKETING OPPORTUNITIES

- Traditional marketing with an extensive mix of 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
- Signage opportunities in-homes during event
- Swag Bag media inserts

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

## 2025 GUIDEBOOK



## 2025 PARADE VIDEO





# PARADE OF HOMES 2025



## ABOUT THE PARADE

**3**  
EXTENSIVE  
REMODELS

**10**  
Homes

**7**  
NEW  
CONSTRUCTION

- **35,000+ sqft** of stunning living space
- Waterfront & water view homes on **Lake Winnepesaukee, Lake Winnisquam, & Webster Lake**
- Ranged in size from **1,200** to over **7,500 sqft**.
- We featured a diverse mix of properties that featured historic preservation, a timber frame, a modular home, expansive remodels, & a home on an island!

## MAKING A DIFFERENCE IN OUR COMMUNITIES:

Proceeds from the Parade support Lakes Region Builders & Remodelers Association (LRBRA) **Workforce Development** initiatives.

**OVER \$45,000 WAS RAISED**



## ATTENDANCE BY THE NUMBERS



**6,110**  
Home Visits

*Guests visited 6 homes on average*



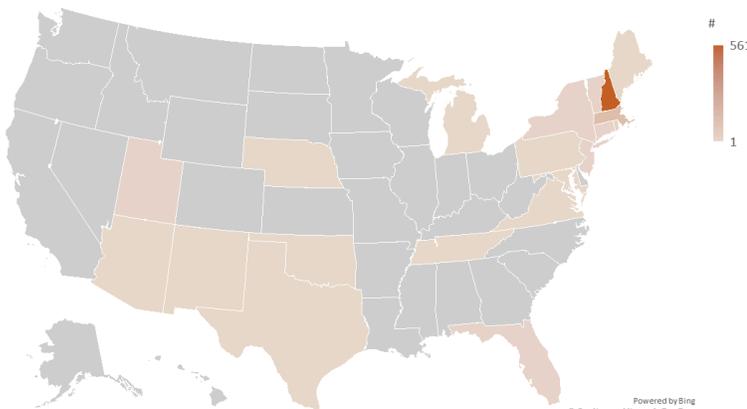
**1,027**  
Tickets Sold



**Most Visitors: 833**  
Lakeside Legacy Home



VISITORS FROM  
**216 ZIP CODES**  
**20 STATES**



**79% OF GUESTS FROM NH & 13% FROM MA**

*Of visitors we had location data on*

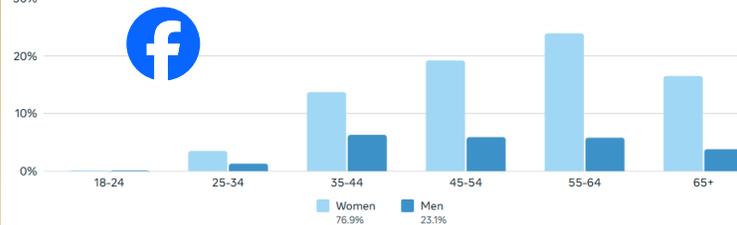
## SOCIAL MEDIA & WEBSITE

### FACEBOOK & INSTAGRAM:



**Reached**  
**86,546K people**  
*in the past 90 days*

### AGE & GENDER



### CONTENT TYPE



• Followers • Non-followers



### PARADE WEBSITE:



**Banner Ads had average**  
**of 867 clicks**



# sponsorship OPPORTUNITIES

Columbus Day Weekend | October 10 & 11, 2026 | [Info@lakesregionbuilders.com](mailto:Info@lakesregionbuilders.com)

## PRESENTING

*LRBRA Membership Required*

**\$3,500** (Limit 3)



- All GOLD Sponsor Benefits, plus the following:
- Logo on yard signs at every home
- Logo on all tickets (digital & print)
- Logo on the cover of official guidebook
- Premier placement on print Ad campaign
- 1/2 page ad in official guidebook
- Prominent logo placement in E-Newsletter
- Presenting Sponsor press release
- 6 complimentary Parade tickets
- 2 complimentary Award Celebration tickets

## GOLD

*LRBRA Membership Required*

**\$1,000** (Limit 8)



- Social Club tier recognition
- +Pro-highlight post on social media
- Recognition on parade video
- Recognition in E-Newsletter
- Logo w/ links on website & app
- Rotating banner ad on POH website & app
- Logo in official guidebook
- Recognition at homes & banquet
- Swag bag insert participation
- Year-round use of POH logo
- 4 complimentary Parade tickets
- 2 complimentary Award Celebration tickets

## SILVER

*LRBRA Membership Required*

**\$750** (Limit 10)

- Recognition in E-Newsletter
- Social Club tier recognition
- Recognition on parade video
- Logo with link on POH website
- Rotating banner ad on POH website & app
- Recognition at homes & banquet
- Swag bag insert participation
- Logo in official guidebook
- Year-round use of POH logo
- 2 complimentary Parade tickets

## BRONZE

*Open to Members and Non-Members*

**\$500**

- Recognition in E-Newsletter
- Social Media recognition
- Recognition on parade video (logo)
- Logo with link on POH website
- Recognition at homes & banquet
- Swag bag insert participation
- Logo in official guidebook
- Year-round use of POH logo
- 1 complimentary Parade ticket

## SOCIAL CLUB

*Open to Members and Non-Members*

**\$250 (M) / \$350 (Non-member)**

- Social media post with your logo before, during & after POH
- Share of one of your social posts on our FB & Instagram Story
- Logo w/ links on website & app
- Recognition at banquet
- Year-round use of POH logo

## BANNER

**\$350 (M) / \$450 (Non-member)**

*Open to Members and Non-Members*

- Rotating banner ad (1200x200 px) on POH website & app
- Ads run through March 2027

## SWAG BAG

*LRBRA Membership Required*

**\$250+** (Limit 1)

Sponsor of Swag Tote Bags with Parade Logo & Your Company Logo. \*Company must provide 500 tote bags.

**Swag Bag Insert Material**  
n/c (M) / \$150 (non-member)

Can provide swag / promo item to be included in visitor welcome bags. \*Items must arrive before deadline.