



HBRA OF CENTRAL CONNECTICUT

PARADE OF HOMES



2018 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

\$5,000 Presenting Sponsor (Limited to 3)

- Company logo incorporated into Parade of Homes logo
- Company logo on cover of Parade program
- Logo included on all advertising (print, electronic, television, etc.)
- Name mentioned in radio advertising
- Logo on POHCT.com website with link
- Ad in Parade Craze mobile app
- Banner ad on HBRACentralCT.com
- Full page ad in Parade program
- 2 minute promotional video for your company
- 4 Chef's on Parade Tickets

\$4,000 Auto Sponsor

- Exclusive auto dealer. Can locate a vehicle at each home on the Parade of Homes
- Full page ad in Parade program
- Logo on POHCT.com website with link
- Logo included on all advertising (print, electronic, television, etc.)
- 4 Chef's on Parade Tickets

\$2,500 House Sponsor (1 per house)

- Company Logo on signage at specified home
- ½ page ad in Parade program and logo associated with home
- Ad served to visitors to specified home through Parade Craze app
- Ad in Parade Craze mobile app
- Logo included on all advertising (print, electronic, television, etc.)
- Ability to staff a table in the garage of the specified home
- 2 Chef's on Parade Tickets

\$1,500 Mobile App Sponsor

- Company logo on the main Parade page of the Parade Craze mobile app.
- Company ad on the first page of the listing of homes on Parade Craze
- Logo included on all advertising (print, electronic, television, etc.)
- ¼ page ad in Parade program

\$1,500 Ticket Sponsor

- Logo printed on all attendee tickets
- Ability to offer a special incentive on the ticket
- Logo included on all advertising (print, electronic, television, etc.)
- Business Card ad in the Parade Program

\$1,000 Room Sponsor (Limited 1 per room)

- Company Logo on signage in the specified room
- ¼ page ad in Parade program
- Ad served to visitors to specified home through Parade Craze app

\$750 Map Sponsor

- Company logo on printed maps
- Ad in Parade Craze mobile app

\$500 Bag Sponsor (Limited to 1. Bags to be supplied by Sponsor)

- Logo printed on bags handed to attendees

\$250 Bag Insert

- Ability to place an item/insert in the attendee bags (minimum quantity of 500)

THE CHEF'S ON PARADE

\$2,500 Chef's on Parade Sponsor

- Company Logo on signage at specified home
- Company logo included on Chef's on Parade marketing campaign
- ½ page ad in Parade program
- Ad served to visitors to specified home through Parade Craze app
- Ad in Parade Craze mobile app
- Ability to staff a table in the specified home on Friday evening during the Chef's on Parade event
- 4 Chef's on Parade Tickets

PARADE OF HOMES PROGRAM ADVERTISING RATES ON THE BACK



PLEASE COMPLETE SPONSORSHIP FORM ON THE BACK BY AUGUST 31, 2018

2018 PARADE OF HOMES SPONSORSHIP OPPORTUNITIES

PARADE OF HOMES PROGRAM ADVERTISING RATES

	MEMBER RATE	NON MEMBER RATE
■ Inside Front Cover (7.5" Wide x 10" High)	\$1,250	\$3,000
■ Inside Back Cover (7.5" Wide x 10" High)	\$1,250	\$3,000
■ Back Cover (7.5" Wide x 10" High)	\$1,500	\$4,000
■ Full Page (7.5" Wide x 10" High)	\$1,000	\$2,100
■ ½ Page (7.5" Wide x 4.875" High)	\$700	\$1,400
■ ¼ Page (3.625" Wide x 4.875" High)	\$450	\$900
■ Business Card (3.625" Wide x 2.318" High)	\$300	\$600

SPONSORSHIP OPPORTUNITIES

- \$5,000 Presenting Sponsor** (Limited to 3)
- \$4,000 Auto Sponsor**
- \$2,500 House Sponsor** (1 per house)
- \$1,500 Mobile App Sponsor**
- \$1,500 Ticket Sponsor**
- \$1,000 Room Sponsor** (1 per room)
- \$750 Map Sponsor**
- \$500 Bag Sponsor** (Limited to 1)
- \$250 Bag Insert**

THE CHEF'S ON PARADE

- \$2,500 Chef's on Parade Sponsor**

PARADE OF HOMES PROGRAM ADVERTISING RATES

Inside Front Cover

Member Rate **\$1,250** Non Member Rate **\$3,000**

Inside Back Cover

Member Rate **\$1,250** Non Member Rate **\$3,000**

Back Cover

Member Rate **\$1,500** Non Member Rate **\$4,000**

Full Page

Member Rate **\$1,000** Non Member Rate **\$2,100**

½ Page

Member Rate **\$700** Non Member Rate **\$1,400**

¼ Page

Member Rate **\$450** Non Member Rate **\$900**

Business Card

Member Rate **\$300** Non Member Rate **\$600**

Total Sponsorship: \$ _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____

Email: _____

Payment Information

Check Enclosed: Payable to **HBRA of Central Connecticut**

Master Card VISA American Express

Name on Card: _____

Card Number: _____

Amount of: _____

Exp. Date: _____ / _____ CVV Number: _____

Billing Address: _____

City / State / Zip: _____

Signature: _____

R.S.V.P. BY: August 31, 2018



HBRA OF CENTRAL CONNECTICUT

PARADE OF HOMES

You may R.S.V.P. by...

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Association of Central Connecticut
2189 Silas Deane Highway, Suite 8, Rocky Hill, CT 06067

Online: www.hbracentralct.com/events

For more information:

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