



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

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

PARADE OF HOMES

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Mail: The Home Builders & Remodelers
Association of Central Connecticut
2189 Silas Deane Highway, Suite 8, Rocky Hill, CT 06067

Online: www.hbracentralct.com/events

For more information:

Call: Sheila Leach at 860.563.4212