

NARI
**REMODELED
HOMES TOUR**
NATIONAL ASSOCIATION OF
THE REMODELING INDUSTRY
GREATER CLEVELAND

2019 NARI Remodeled Homes Tour Sponsorship Opportunities



TOUR DATES:

Saturday, September 21 &
Sunday, September 22, 2019

Partial proceeds to benefit:



2019 NARI of Greater Cleveland Remodeled Homes Tour

Show Overview

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Where inspiration meets realization.

Presented by NARI of Greater Cleveland, the 2019 Remodeled Homes Tour will build on last year's success as a premium showcase for the finest home remodeling work in Northeast Ohio. This ticketed event will reach key consumers who are pre-qualified for the products and services you provide.

Featuring unique and spectacular bathrooms, kitchens, rec rooms, outdoor spaces and more, the Remodeled Homes Tour will capture the attention of homeowners who need the inspiration and professional help to make their dream home a reality.

As a multi-site event, the Remodeled Homes Tour represents a marketing opportunity that offers regional reach and local impact.

Join us for this exciting 4th annual event!

The remodeled homes tour was a good investment and value. All of those who participate on the tour benefit collectively as a group with the marketing that is done for the tour... I think next years remodeled homes tour will be even better.

– Patrick Hurst, Hurst Design Build Remodel



2019 NARI Remodeled Home Tour | September 21 & 22 2019

For additional information contact:

NARI Greater Cleveland

3500 Lorain Avenue | Suite 200 | Cleveland, OH 44113

Kathy Masterson | Executive Director

P: 216-631-7764 | kathym@naricleveland.com

www.NARicleveland.com | www.NARIHomeTour.com

Cleveland Magazine

1422 Euclid Avenue | Suite 730 | Cleveland, OH 44115

Paul Klein | Associate Publisher, Cleveland Magazine

P: 216-377-3693 | klein@glpublishing.com



2019 NARI of Greater Cleveland Remodeled Homes Tour

\$10,000 Presenting Sponsorship

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- Sponsorship Level Exclusivity
- Logo printed prominently on the cover of the official NARI Remodeled Homes Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Logo placement in all advertising, promotion and collateral materials, including email correspondence
- Mentioned as Presenting Sponsor in all print advertising and any additional media campaigns (radio, television, digital, press releases, etc.)
- Full-page ad placement on the premium Back Cover of the official NARI Remodeled Homes Tour Guide plus editorial mention in the Tour Guide book print and digital editions
- Listed as Presenting Sponsor on 2019 Tour Webpage with banner ad “hot button” on Tour Webpage for one year
- Promotion at each tour site on a placard—opportunity to have representatives at each tour site
- Permission to provide one handout (pre-approved) at each tour site
- Discount tickets available at your locations
- Direct Hyperlink from digital Remodeled Homes Tour Guide digital edition for 12 months
- List of email and mailing addresses obtained through promotional giveaways at the show
- Receive 50 tickets to the Remodeled Homes Tour
- Opportunity to host Remodeled Homes Tour preview party and showcase your venue

Total Value: \$25,000+

Total Cost: \$10,000



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2019 NARI of Greater Cleveland Remodeled Homes Tour \$5,000 Gold Sponsorship

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- Sponsorship Level Exclusivity
- Logo printed prominently within the official NARI Remodeled Homes Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Mentioned as Gold Sponsor of Tour in all print advertising and any additional media campaigns (radio, television, digital, etc.)
- Full-page ad placement in official NARI Remodeled Homes Tour Guide print and digital editions
- Listed as Gold Sponsor on 2019 Tour Webpage with banner ad “hot button” on Tour Webpage for one year
- Promotion at each tour site on a placard—opportunity to have representatives at each tour site
- Permission to provide one handout (pre-approved) at each tour site
- Direct Hyperlink from digital Remodeled Home Tour Guide digital edition for 12 months
- Receive 20 tickets to the Remodeled Homes Tour

Total Value: \$14,000+



Total Cost: \$5,000



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2019 NARI of Greater Cleveland Remodeled Homes Tour \$3,000 Silver Sponsorship

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- Logo printed within the official NARI Remodeled Home Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Mentioned as Silver Sponsor of Tour in all print and digital event advertising
- Half-page ad placement in official NARI Remodeled Homes Tour Guide print and digital editions
- Listed as Silver Sponsor on 2019 Tour Webpage with banner ad “hot button” on Tour Webpage for one year
- Direct Hyperlink from digital Remodeled Home Tour Guide digital edition for 12 months
- Receive 10 tickets to the Remodeled Homes Tour

Total Value: \$6,500+ | **Total Cost: \$3,000**



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2019 NARI of Greater Cleveland Remodeled Homes Tour \$1,500 Bronze Sponsorship

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- Logo printed within the official NARI Remodeled Home Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Quarter-page ad placement in official NARI Remodeled Homes Tour Guide print and digital editions
- Listed as Bronze Sponsor on 2019 Tour Webpage with banner ad “hot button” on Tour Webpage for one year
- Direct Hyperlink from digital Remodeled Homes Tour Guide for 12 months
- Receive 5 tickets to the Remodeled Homes Tour

Total Value: \$3,500+ | **Total Cost: \$1,500**



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2019 NARI of Greater Cleveland Remodeled Homes Tour

\$1,500 Preview Party Sponsorship

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NARI will provide:

- Logo printed within the official NARI Remodeled Home Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Logo on pre-event invitations (all media; print, email, web, etc.)
- Quarter-page ad placement in official NARI Remodeled Homes Tour Guide print and digital editions
- Direct Hyperlink from digital Remodeled Homes Tour Guide for 12 months
- Receive 50 tickets to the Remodeled Homes Tour

Sponsor will be responsible for the following:

- To host at your show room/facility or location of your choosing a two hour cocktail reception
- Provide, at your cost, food and beverage (to include heavy appetizers, soft drinks, wine and beer)
- The opportunity to provide branded collateral pieces to those in attendance
- The opportunity to talk about your products and services during the event

Total Value: \$3,500+



Total Cost: \$1,500



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2019 NARI of Greater Cleveland Remodeled Homes Tour

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\$1,000 Friends of the Remodeling Industry Sponsorship

- Logo printed within the official NARI Remodeled Home Tour Guide (distributed at all Home Tour sites and as a custom advertising section in the September 2019 issue of *Cleveland Magazine*).
- Eighth-page ad placement in official NARI Remodeled Homes Tour Guide print and digital editions
- Listed as Friends of the Remodeling Industry Sponsor on 2019 Tour Webpage with banner ad “hot button” on Tour Webpage for one year
- Direct Hyperlink from digital Remodeled Homes Tour Guide for 12 months
- Receive 5 tickets to the Remodeled Homes Tour

Total Value: \$2,800+



Total Cost: \$1,000



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2019 NARI of Greater Cleveland Remodeled Homes Tour Letter of Agreement

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- Company: _____ Primary Contact: _____
- Address: _____ City/State/Zip: _____
- Phone: _____ Email: _____

As a sponsor of the Remodeled Homes Tour we would like to make a pledge of (select one):

- ☐ **\$10,000 Presenting** ☐ **\$5,000 Gold** ☐ **\$3,000 Silver** ☐ **\$1,500 Bronze** ☐ **\$1,500 Preview Party** ☐ **\$1,000 Industry Friend**

As part of the agreement, below is a list of terms for NARI Greater Cleveland Chapter and the Sponsor.

NARI Greater Cleveland Chapter agrees to:

- Recognize the Sponsor and fulfill Sponsor benefits according to the details outlines on the Sponsor page for the appropriate level.
- Inform the Sponsor of any additional opportunities for involvement.

Sponsor agrees to:

- Designate the amount indicated above and have all money paid by August 1, 2019 (invoice provided upon request).
- Provide company logo in JPG and EPS formats by June 15, 2019.
- Provide camera-ready art for ad in Tour Guide by July 1, 2019.
- Promote the Tour.
- Provide volunteers for the Tour.

This agreement is in effect, with signatures, from the date below:

- _____
- | | | | |
|-------------------|------|----------------------------------|------|
| Sponsor Signature | Date | NARI Greater Cleveland Signature | Date |
|-------------------|------|----------------------------------|------|

PAYMENT INFORMATION

- ☐ **Payment by Check (# _____)** ☐ **Credit Card Payment (Total Amount to Be Charged: \$ _____)**

- Credit Card #: _____ Name on Card: _____
- Expiration Date: _____ 3 Digit Code: _____
- Cardholder Signature: _____ Phone Number: _____

Please fax Letter of Agreement to Kathy Masterson at 216-961-6974.

Questions? Please call 216-631-7764. All gifts to the Tour are tax-deductible to the extent allowed by law.

Thank you for your generous support of NARI Greater Cleveland!