

**2020 Parade of Homes Sponsorship Menu**  
**October 2020**

**\*\*PLEASE CONTACT THE NWAHBA OFFICE FOR SPONSORSHIP AVAILABILITY\*\***

**BUILDERS ONLY SPONSORSHIPS AND REGISTRATION INFORMATION:**

**Builder Subdivision Sponsor - \$3,000 (5)**

- One Free Parade Home Entry
- Banner Ad on Parade Website
- Logo on Digital Advertising
- 2 Images in Social Media Ad campaign
- Opportunity to host a ZOOM Q&A during the Online Builder Showcase
- One page Builder Feature on Parade website
- Facebook Video Promo before event
- Recognition in ALL marketing and advertising
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Opportunity for home to be judged for awards
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Receive contact list from Virtual Goody Bag and prize entries

**Parade Entry In-Person Parade- \$1,200 per home**

- In Person, open house tours throughout Parade weekend
- Builders to follow Arkansas State and CDC guidelines to keep our attendees safe during the COVID-19 pandemic
- Home Pictures and description listed on Parade website
- Recognition and house picture in any print publications
- Recognition in marketing and advertising
- Logo on website and newsletter
- Listing on event maps
- Opportunity for home to be judged for awards
- Parade website listing with logo
- Featured sign to put at each registered home (optional)
- Receive contact list from Virtual Goody Bag and prize entries

**Parade Entry Online Builder Showcase- \$1,200 per home**

- Your home will be promoted and featured virtually throughout the Builder Showcase
- Free Drone tour that will be used as the home tour throughout event
- Home Pictures and description listed on Parade website
- Recognition in marketing and advertising
- Logo on website and newsletter
- Listing on event maps
- Opportunity for home to be judged through our social media outlets
- Builder Showcase website listing with logo
- Recognition throughout Builder Showcase
- Receive contact list from Virtual Goody Bag and prize entries

## **SPONSORSHIPS FOR ALL NWAHBA MEMBERS:**

### **Parade Sponsor - \$1,900 (4)**

- Logo on Digital Advertising
- 2 Images in Social Media Ad campaign
- Opportunity to sponsor a Builder ZOOM Q&A during the Online Builder Showcase
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Blog or story on Parade website
- Facebook Video Promo before event
- Recognition in ALL marketing and advertising
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Receive contact list from Virtual Goody Bag and prize entries
- Opportunity to contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business.

### **Gold Sponsor - \$1,300 (3)**

- Recognition on selected Digital Advertising
- 1 Image in Social Media Ad campaign
- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

### **Silver Sponsor - \$750 (4)**

- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

### **Bronze Sponsor - \$425 (5)**

- Signage with name at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Name on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

**Builder Showcase Prize Sponsor - \$1,000+ in kind donation (6)**

- Recognition on selected Digital Advertising
- Promotion throughout the two week Online Builder Showcase to encourage attendees to vote and have a chance to win your prize
- 1 Image in Social Media Ad campaign
- Opportunity to sponsor a Builder ZOOM Q&A during the Online Builder Showcase
- Recognition in selected marketing and advertising
- Blog or story on Parade website
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

**Builder Showcase Prize Sponsor - \$500-\$999 in kind donation (6)**

- Promotion throughout the two week Online Builder Showcase to encourage attendees to vote and have a chance to win your prize
- Recognition in selected marketing and advertising
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

**Award Sponsor - \$1,200 (1)**

- 1 Image in Social Media Ad campaign
- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with name at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Co-MC the Awards at the Dinner (pending)
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

**Media Sponsorship - \$1,000 (3-4)**

- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

### **Dinner Sponsor (event pending)**

- Facebook Promo before the event
- Blog or story on Parade website
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Recognition in selected marketing and advertising
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Opportunity to contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business.

### **Realtor Sponsor - \$850 (1)**

- 1 Image in Social Media Ad campaign
- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Signage with logo at Parade Dinner (pending)
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.

### **Parade Sign Sponsor – varies- see below (3)**

- **Directional Sign Sponsor:** Signage w/ logo in corner of event directional signs (125 total)-\$700
- **Promotional Yard Sign Sponsor:** Signage w/ logo in corner of event promotional yard signs (100 total)- \$1,300
- **Featured Sign Sponsor:** Signage w/ logo in corner of event featured yard signs (1 per house, averages 35-40)- \$1,000

#### **ALL SIGN SPONSORS:**

- Signage with name at ALL Parade Homes
- Signage with name at Parade Dinner (pending)
- Name on website and newsletter
- Tagged Logo on Facebook Parade album
- Contribute one item in our Virtual Goody Bag for Parade attendees: \$50 minimum value, prize must be relevant to your business. Contributors will receive contact list.