

2021 Parade of Homes Sponsorship Menu

Online Showcase: September 30-October 3, 2021 In-Person Tours: October 8-10, 2021

BUILDERS ONLY SPONSORSHIPS AND REGISTRATION INFORMATION:

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

- One Free Parade Home Entry (Online and In-Person)
- Banner Ad on Parade Website
- Logo on Digital Advertising
- Social Media ad campaign post
- Opportunity to host a ZOOM Q&A during the Online Builder Showcase
- Attend a FREE Builders Analytics class to increase your digital marketing portfolio
- Be a panelist at the Judges' Training Lunch
- One page Builder Feature on Parade website
- Facebook Video Promo before event
- Recognition in ALL marketing and advertising
- Logo on billboard advertising
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Opportunity for home entry to be judged In-Person and People's Choice voting online
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Receive contact list from website prize entries
- Complimentary Tickets to Parade Dinner

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

- In Person, open house tours throughout Parade weekend
- Builders to follow guidelines to keep our attendees safe during the COVID-19 pandemic (if applicable)
- Home Pictures and description listed on Parade website
- Attend a FREE Builders Analytics class to increase your digital marketing portfolio
- Recognition and house picture in print publications
- Recognition in marketing and advertising
- Logo on website and newsletter
- Listing on event maps
- Opportunity for home entry to be judged In-Person and People's Choice voting online
- Parade website listing with logo
- Featured sign to put at each registered home (optional)
- Receive contact list from website prize entries
- Complimentary Tickets to Parade Dinner

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

- Your home will be promoted and featured virtually for the Online Showcase
- Free 360 Panoramic tour that will be used as the home tour throughout event that will be yours to use
- Home Pictures and description listed on Parade website
- Attend a FREE Builders Analytics class to increase your digital marketing portfolio
- Recognition in marketing and advertising
- Logo on website and newsletter
- Listing on event maps
- Opportunity for home entry to be judged through our online People's Choice voting
- Builder Showcase website listing with logo
- Recognition throughout Online Showcase
- Receive contact list from website prize entries
- Complimentary Tickets to Parade Dinner

Parade Entry Combo- Both Online Showcase and In- Person Parade- \$1,700 per home

See both In-Person and Online sponsorship details

SPONSORSHIPS FOR ALL NWAHBA MEMBERS:

Parade Sponsor - \$1,950 (4)

- Logo on Digital Advertising
- Social Media Ad campaign post
- Opportunity to sponsor a Builder ZOOM Q&A during the Online Builder Showcase
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- 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 website prize entries
- Complimentary Tickets to Parade Dinner

Gold Sponsor - \$1,300 (3)

- Recognition on selected Digital Advertising
- Social Media post
- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 Complimentary Tickets to Parade Dinner

Silver Sponsor - \$750 (4) 1 remaining

- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 Complimentary tickets to Parade Dinner

Bronze Sponsor - \$425 (5) 4 remaining

- Signage with name at ALL Parade Homes
- Logo on signage at Parade Dinner
- Name on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 complimentary tickets to Parade Dinner

Builder Showcase Prize Sponsor - \$500 (and provide prize valued at \$1000 or more) (3)

- Recognition on selected Digital Advertising
- Promotion throughout the Parade to encourage attendees to vote and register to win your prize
- Social Media ad campaign post
- Recognition in selected marketing and advertising
- Blog or story on Parade website
- Signage with name at ALL Parade Homes
- Logo on signage at Parade Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Receive contact list from website prize entries
- 2 complimentary tickets to Parade Dinner

Builder Showcase Prize Sponsor - \$250 (and provide prize valued at \$250-\$999) (3)

- Promotion throughout the Parade to encourage attendees to vote and register to win your prize
- Recognition in selected marketing and advertising
- Logo on website and newsletter
- Signage with name at ALL Parade Homes
- Logo on signage at Parade Dinner
- Tagged Logo on Facebook Parade album
- Receive contact list from website prize entries
- 2 complimentary tickets to Parade Dinner

Award Sponsor - \$1,200 (1)

- Social Media Ad campaign post
- Blog or story on Parade website
- Recognition in selected marketing and advertising
- Signage with name at ALL Parade Homes
- Logo on signage at Parade Dinner
- Co-MC the Awards at the Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- 4 complimentary tickets to Parade Dinner

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

- Recognition in selected marketing and advertising
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 complimentary tickets to Parade Dinner

Dinner Sponsor – SOLD

- Facebook Video Promo before the event
- Blog or story on Parade website
- Opportunity to sponsor a Builder ZOOM Q&A during the Online Builder Showcase
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Recognition in selected marketing and advertising
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album

Judges' Lunch Sponsor – \$750 (1)

- Host our annual Parade Judges' Training Lunch
- Signage with logo at ALL Parade Homes
- Logo on signage at Parade Dinner
- Recognition in selected marketing and advertising
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- Receive contact list of all 2021 Parade Judges

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
- Logo on signage at Parade Dinner
- Logo on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 complimentary tickets to Parade Dinner

Parade Sign Sponsor – varies- see below (2)

- **Directional Sign Sponsor:** Signage w/ logo in corner of event directional signs (150 total)-\$700
- **Promotional Yard Sign and Featured Sign Sponsor:** Signage w/ logo in corner of event promotional yard signs (100 total) and featured sign in each home's yard (average 30-40)- \$1,000

ALL SIGN SPONSORS:

- Recognition in selected marketing and advertising
- Signage with name at ALL Parade Homes
- Logo on signage at Parade Dinner
- Name on website and newsletter
- Tagged Logo on Facebook Parade album
- 2 complimentary tickets to Parade Dinner