

CENTRAL TEXAS HOME BUILDERS ASSOCIATION

PARADE OF HOMES

PRESENTED BY: SWBC MORTGAGE & CTHBA	KICK-OFF PARTY: 4 / 2 8 6 : 0 0 p m	PARADE DATES: 4/29-4/30 & 5/6-5/7 12-6:00pm
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SPONSORSHIP LEVELS & AD PACKAGES

Please provide the following information, so that the advertisement for your business or product is accurate and complete. The Parade of Homes will be 4/29-4/30 & 5/6-5/7 12-6:00pm, with the kick-off party on 4/28 6:00pm.

Company Name:

Contact Person:

Mailing Address:

City/State/Zip:

Phone Number:

Email:

Title Sponsor Benefit Package: \$6,000

- Full page color ad 1st page opposite cover in Parade of Homes Magazine.
- Exclusive sponsorship with logo on all marketing for 2023 Parade of Homes.
- Billboard, website, television, poster, newsletter and save the date.
- Reserved table at Parade of Homes kick-off party, 10 seats.
- Exclusive rights to present awards to all Parade of Homes award winners.
- 2 seats on the Real Estate Bus Tour, 4-27.
- Title sponsor to upgrade and add back page, \$600.

Back Page of Parade of Homes Magazine Sponsor: \$1,300

- Full page full color ad on the back page of the Parade of Homes Magazine. 20,000 plus copies of the Parade of Homes magazines are distributed throughout Central Texas.
- To upgrade: Silver- \$1,000, Gold- \$800 and Title Sponsor- \$600

Gold Sponsor Benefit Package: \$1,600

- Half of a page full color ad in the Parade of Homes magazine. 20,000 plus copies of the Parade of Homes magazines are distributed throughout Central Texas. Highlighted on sponsor page as Gold Sponsor.
- Central Texas Home Builders Monthly Newsletter. Sponsor recognition in the March and April 2023 Blueprint Newsletter.
- Your company's logo will be featured on our TV ad for the Parade of Homes.
- Your company's logo will be featured on over 100 forms of print advertisement distributed to local business and across social media.
- For a full page, the upgrade cost will be an additional \$500.
- For back page, the upgrade cost will be an additional \$800.
- Reserved table at Parade of Homes kick-off party, 8 seats.
- 10 Gold sponsor limit.

Silver Sponsor Benefit Package: \$900

- Quarter of a page full color ad in the Parade of Homes magazine. 20,000 plus copies of the Parade of Homes magazines are distributed throughout Central Texas. Highlighted on sponsor page as Silver Sponsor.
- Central Texas Home Builders Monthly Newsletter. Sponsor recognition in the March and April 2023 Blueprint Newsletter.
- Your company's logo will be featured on over 100 forms of print advertisement distributed to local business and across social media.
- For a full page, the upgrade cost will be an additional \$800.
- For a half page, the upgrade cost will be an additional \$400.
- For back page, the upgrade cost will be an additional \$1,100.
- Reserved table at Parade of Homes kick-off party, 6 seats.
- 16 Silver sponsor limit.

Selfie Contest Sponsorship: \$1,500 Gift Card

- Recognition on full page ad in Parade of Homes Magazine.
- Quarter page ad in Parade of Homes Magazine.
- Recognition on social media and website.
- Recognition on print ads.
- Recognition on CTHBA Newsletter for March and April.
- 2 seats reserved at Parade of Homes Kick-Off Party.

Real Estate Agent Tour Sponsors:

- Title Bus Sponsor- \$700, 2 seats at kick-off party and on Realtor Tour Bus.
- Home Warranty Bus Sponsor - \$700, 2 seats at kick-off party and on Realtor Tour Bus.

- Lunch Sponsor (Provided by CTHBA)- \$700, 2 seats at kick-off party.
- Breakfast Sponsor (Provided by CTHBA)- \$500, 2 seats at kick-off party.

Parade of Homes Magazine Ad Packages:

IF PERSONAL SUBMISSION IS DEEMED UNPROFESSIONAL FOR PRINT, CTHBA HAS THE RIGHT TO DECLINE UNTIL APPROVED.

- Full Page- \$1,000
- 1/2 Page- \$800
- 1/4 Page- \$600
- Business Card Size- \$400
 - Professional ad creation cost:
 - 2 edits and 48 hour approval.
 - Full Page- \$100
 - 1/2 Page- \$80
 - 1/4 Page- \$60
 - Business Card Size- \$40

Parade of Homes Awards Kickoff Party Dinner Sponsor: \$1,200

- 1/4 page ad in Parade of Homes Magazine.
- Logo at Parade of Homes kick-off party food table.
- Announced at kick-off party awards ceremony.
- 2 seats at Parade of Homes kick-off party.

Parade of Homes Awards Kickoff Party Bar Sponsor: \$600

- Business card size ad in Parade of Homes Magazine.
- Logo at Parade of Homes kick-off party bar table.
- Announced at kick-off party awards ceremony.
- 2 seats at Parade of Homes kick-off party.
- Limit 3 Bar Sponsor limit.

For inquiries and clarification, reach out to Teri@cthba.info or laurenreider@johnreider.com.

Thanks!

Teri Sterner + Lauren Reider-Hallmark

	<p>ADDRESS: 445 E Central Texas Expy, Harker Heights, TX 76548</p>	<p>WEBSITE: www.cthbaparaadeofhomes.com</p>	<p>PHONE: +254-699-6964</p>
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