

Western Ohio HBA


Parade of Homes



OCT 14 & 15, 2023
SPONSORSHIP OPPORTUNITIES &
BUILDER REGISTRATION

Presented by



MinsterBank

Sponsorship Opportunities

About the Parade of Homes

The Parade of Homes is a scattered tour of new and remodeled homes throughout the northern Miami Valley. The Parade of Homes is our premier home tour that showcases homes of all styles and price points. There will be multiple homes open to potential home buyers on October 14 & 15, 2023 from Noon to 4:00 pm each day for on site viewing, and virtual viewing will be open through next year.

The Parade highlights the best members of the Western Ohio Home Builders Association has to offer and is a great way for builders, remodelers, suppliers, manufacturers and subcontractors to showcase their products and services

The event is promoted throughout the Dayton metropolitan region. Our marketing is focused on Miami, Montgomery, Shelby & Darke counties primarily, but our reach is widespread. With our extensive media including TV, radio, print, digital, social media and a dedicated website your sponsorship dollars are guaranteed to be put to good use and will earn you much return on your investment.

Presenting Sponsor

\$5,000

Only 1 Available

- First choice of 3 homes in the parade to put their marketing information inside of the home, and have their employees work in the homes with the builder to talk to the hundreds of people that will come through each home of the parade.
- Banner Ad on Parade of Homes website with link.
- Top billing in all radio, TV, and direct mail ads and will receive their own exclusive FB boost to thousands of FB users.
- Logo on all print and digital advertising
- Banner Ad on HBA website for 1 Year.
- 1/4 page ad in Parade Guidebook

Industry Sponsor

\$2,000

- Company Logo represented in all advertising
- Signage at all homes indicating sponsorship
- Banner ad on Parade of Homes website with link
- Ad placed on Facebook - *Sponsor Supplied*
- Logo on all print and digital advertising
- Banner ad on the POH website for 1 year

House Sponsor

\$1,250

1 Per House after Presenting Sponsor. Presenting Sponsor gets first choice of homes.

- Company Logo on signage at ONE home.
- Ability to have representative at home.
- Logo on Parade of Homes website with link.
- Logo on Facebook post.
- Logo on final slide on TV commercial.
- Logo on any print material that showcases homes in Parade.
- Banner ad on POH website for 1 year

Auto Sponsor

\$250

1 Available in Darke, Miami & Shelby County

- Can display a vehicle at each home on the Parade in the county you sponsor.
- Logo on Parade of Homes Website with Link
- Banner ad on POH website for 1 year.



More Sponsorship Opportunities

&

Builder & Remodeler Information

Platinum Partner **\$900**

- Logo on Parade of Homes Website
- Ad on Facebook- *Sponsor Supplied*
- Dedicated E-mail promotion to our email list.
You must supply an ad to be blasted.
- Booth/Table in Parade Garage

Bag Sponsor **\$500**

Only 1 Available - Bags to supplied by Sponsor

- Logo printed bags handed to attendees at Parade Homes. They will use these to carry flyers and other materials picked up at each house.
Minimum quantity 500 (suggest reusable canvas type)

Supplier Partner **\$500**

- Company logo Thank You Poster inside Parade Home.
- Logo on Parade of Homes Website
- Logo Facebook post

Subcontractor Partner **\$250**

- Company logo Thank You Poster inside Parade Home.
- Logo on Parade of Homes Website
- Logo Facebook post

Door Prize Sponsor

1 Per House

- You supply prize valued at \$100 or more. We will put your company name & logo on it and display it at a particular house with sign up forms.
- We will advertise your name and prize on the Parade of Home website
- You will get all the "leads" from the drawing once we pull the winner.

Builder Home - Live **\$950**

Enter your completed home in the Parade of Homes. Visitors will be able to tour your home live and in person during the two day event. Your Parade Home should be completed, and have at least (2) rooms staged. Your home must be staffed from Noon-4:00 PM each day of the show. Only Sponsor and Builder materials may be displayed in the home. No refunds of Parade Entry after September 1st. You must supply the HBA with a rendering or high resolution JPEG of your entered home for marketing purposes.

Builder Home Add On Virtual **\$450**

Builders can Add-On a virtual tour to your live entry.

We will be utilizing a iGuide system for our virtual tour and the Parade of Homes Website will remain live for virtual tours for an entire year.

Builder Home Virtual Only **\$600**

Do you have a home that's ready now but you want to showcase in the Parade of Homes? Maybe you have a presale home and your homeowner doesn't want hundreds of people through the house. Enter the house virtually. You'll still get the exposure of the Parade of Homes through our iGuide virtual tour.

Remodel Project Virtual Only **\$500**

Remodelers can now participate in the Parade of Homes. Do you have a exceptional kitchen remodel that you want to show off? Maybe you've just completed a whole house renovation. Transforming a basement into the mancave of his dreams can now be shown virtually in our Parade of Homes! Show off your craftsmanship and design and promote your company with us! You supply before pics and our professional photographer will take all the after shots of your completed project.



PLEASE COMPLETE PARTICIPATION FORM ON BACK BY JUNE 5, 2023

2023 Parade of Homes Entry Form

Company Information

Name: _____

Company: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____

E-Mail: _____

Website: www. _____

Facebook: @ _____

Choose Your Participation Level

- ☐ \$5,000 Presenting Sponsor- *Only 1*
- ☐ \$2,000 Industry Sponsor
- ☐ \$1,250 House Sponsor - *1 Per House*
- ☐ \$250 Auto Sponsor - *Only 1 per county*
- ☐ \$900 Platinum Partner
- ☐ \$500 Bag Sponsor - *Only 1*
- ☐ \$500 Supplier Partner
- ☐ \$250 Subcontractor Partner
- ☐ Door Prize Sponsor
- ☐ \$950 Builders House-Live Only
- ☐ \$450 Builder Add On Virtual House
- ☐ \$600 Builders House Virtual Only
- ☐ \$500 Remodel Project-*Virtual Only*

Parade Home Information Please use a separate sheet for each house

Subdivision: _____

House Address: _____

City: _____

State/Zip: OH _____

Brief Directions: (not all new addresses show up on GPS)

Price: _____

Brief Description: (# of bedrooms, # of baths, garage size, unique features, short and sweet!)

Payment Information

☐ Check Enclosed: Payable to Western Ohio HBA

☐ Credit Card

Name _____

CC# _____

Exp Date _____

CVV Code _____

Billing Zip Code _____

Amount: _____

Signature _____

Please return completed entry form

with payment to

Western Ohio Home

Builders Association

1200 Archer Drive, Troy, OH 45373

or email to

donna@westernohiohba.com

Questions? Call Donna at

937-339-7963