



Presents

MinsterBank

2025



Parade of Homes



OCT 25 & 26, 2025
MARKETING OPPORTUNITIES &
BUILDER REGISTRATION



HBA

Western Ohio Home Builders Association



Sponsorship Opportunities

Why Participate in the Parade of Homes?

Show off your craftsmanship and connect with hundreds of potential clients during one of our most anticipated events of the year—the Parade of Homes, presented by the Western Ohio Home Builders Association.

As a builder, this is your chance to put your work front and center. Open the doors to your latest home and let it speak for itself—quality construction, thoughtful design, and innovative features that today's buyers are looking for. Whether you specialize in custom builds, semi-custom, or entry-level homes, the Parade gives you valuable exposure to an audience that's actively looking for their next home—or their next builder.

And if you're a sponsor, there's no better way to align your brand with the best in the industry. Our marketing reach spans the entire Miami Valley region—think Miami, Montgomery, Shelby, and Darke Counties—with promotions running on TV, radio, print, online, and social media. Your business will be front and center throughout our campaign, helping you reach homeowners, decision-makers, and fellow professionals.

Don't miss the opportunity to be part of this high-visibility weekend. Whether you're building or backing the event, the Parade of Homes is where connections are made and reputations are built. Let's make this year's Parade one to remember!

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

Corporate 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, & Clark 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

- Ad on Parade of Homes Website - Sponsor Supplied
- 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

Gold Sponsor \$500

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

Silver Sponsor \$400

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

Bronze Sponsor \$300

- Company logo on Thank You Poster inside Parade Home.
- Logo on Parade of Homes Website
- Mention on 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 \$475

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 \$675

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 \$550

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 AUGUST 1, 2025

2025 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-SOLD*
- ☐ \$2,000 Corporate Sponsor
- ☐ \$1,250 House Sponsor - *1 Per House*
- ☐ \$250 Auto Sponsor - *Only 1 per county*
- ☐ \$900 Platinum Partner
- ☐ \$500 Gold Sponsor
- ☐ \$400 Silver Sponsor
- ☐ \$300 Bronze Sponsor
- ☐ Door Prize Sponsor - *1 per House*
- ☐ \$950 Builders House-Live Only
- ☐ \$475 Builder Add On Virtual House
- ☐ \$675 Builders House Virtual Only
- ☐ \$550 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: _____

Description of Parade House:

Payment Information

- ☐ Check Enclosed: Payable to Western Ohio HBA
- ☐ Credit Card (a 3.5% service charge will be added)

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