

# PARADE OF HOMES SPONSOR PACKAGE & MEDIA KIT

## 2008 Asheville Parade of Homes

This year's Parade of Homes Committee is excited to unveil another great year for the Asheville Home Builders Annual Parade. Our association, in partnership with BuilderFusion, look forward to a stellar full color, glossy magazine publication for the 2008 Parade of Homes.

Last year we launched a new Parade of Homes Website, [www.ashevilleparadeofhomes.com](http://www.ashevilleparadeofhomes.com) and we had an overwhelming response. This year members and the general public will be able to access the same website to view the 2008 Parade of Homes and Sponsors as well as visit archived parades. In addition, all viewers will be able to access the website to view entries and a comprehensive member directory while also utilizing a mapping feature and online voting.

This year we will again highlight a promotional map that will feature a color picture of each entry while noting its location on the map and its page number in the publication. With sold out participation in last year's Parade of Homes Sponsorship we are pleased to add 20 new sponsorship spots. In addition we are excited to unveil three new tiers of sponsorship for the 2008 Parade of Homes. Through these sponsorship options you can choose the level of involvement that best suites your company!

### SPONSORSHIP



### OPPORTUNITIES

#### PRESENTING SPONSOR \$5000

- Color Logo on Cover of Parade of Homes Magazine 15,000 copies printed & distributed.
- Color Logo on Parade of Homes Promotional Map—65,000 printed and distributed.
- 1/2 Page Full Color Ad in Prominent position in Parade of Homes Magazine
- Inclusion in all Radio Advertisements
- Inclusion in all Television Advertisements
- Inclusion in all Print Media Advertisements
- Color Logo on Billboards
- Acknowledgement on AHBA website and Parade of Homes website with link to company website.
- Included in AHBA Newsletter for an initial Sponsor Feature.
- Acknowledgement in AHBA Newsletter during September, October & November
- Recognition at Awards Banquet
- Reserved Table at Awards Banquet *\*includes 8 guest tickets*

#### CONTRIBUTING SPONSOR \$2000

- Company Listing on Parade of Homes Promotional Map—65,000 printed and distributed.
- 1/4 Page Full Color Ad in Prominent position in Parade of Homes Magazine
- Inclusion in all Print Media Advertisements
- Acknowledgement on AHBA website and Parade of Homes website with link to company website.
- Included in AHBA Newsletter for an initial Sponsor Feature.
- Acknowledgement in AHBA Newsletter during September, October & November
- Recognition at Awards Banquet
- 4 Guest Tickets to Awards Banquet

#### PATRON SPONSOR \$1000

- 1/8 Page Full Color Ad in Prominent position in Parade of Homes Magazine
- Acknowledgement on AHBA website and Parade of Homes website with link to company website.
- Included in AHBA Newsletter for an initial Sponsor Feature.
- Acknowledgement in AHBA Newsletter during September, October & November
- Recognition at Awards Banquet
- 2 Guest Tickets to Awards Banquet

