

# AHBA PARADE OF HOMES SPONSOR PACKAGES & MEDIA KIT

2009 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 is working on another stellar full color, glossy magazine publication for the 2009 Parade of Homes featuring the theme of - Our Community...Your Home

Below you will find multiple tiers of sponsorship in which your company has an opportunity to get involved! These packages are designed to fit any budget while offering a great deal of exposure at all levels. The Parade of Homes is a widely recognized event in the Asheville area, don't miss this opportunity to showcase your products and services to thousands of Parade visitors!

## SPONSORSHIP PACKAGES

Open to any AHBA Member

### **PRESENTING SPONSOR** *4 Spaces Available* **\$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, Television and 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 Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Individual Recognition and logo displayed at Awards Banquet
- Reserved Table at Awards Banquet  
*\*includes 8 guest tickets*

### **CONTRIBUTING SPONSOR** *10 Spaces Available* **\$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 Initial Sponsor Feature.
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Verbal Recognition and Logo displayed at Awards Banquet
- Four Guest Tickets to Awards Banquet

### **PATRON SPONSOR** *20 Spaces Available* **\$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 Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Logo displayed at Awards Banquet
- Two Guest Tickets to Awards Banquet

### **FRIENDS OF THE PARADE** *New In 2009!* **\$300**

- Listing in Parade of Homes Magazine to include:  
*Company Name, Member Name (optional), Website and Phone Number*
- Acknowledgement on AHBA website and Parade of Homes website with link to company website
- Included in AHBA Newsletter Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Company Name displayed at Awards Banquet

## FRONT COVER FEATURE

Open to any AHBA Builder or Developer

### **FRONT COVER FEATURE PACKAGE** **\$5000**

- Home Photo Shoot - Home will be photographed by Professional Photographer, arranged by AHBA. Builder will receive rights to the photos for future use.
- Photo prominently displayed on front cover of Parade of Homes Magazine with 15,000 copies distributed through the Asheville HBA and member companies, Chamber of Commerce and Presenting Sponsors.
- Photo prominently displayed on front cover of promotional map with 50,000 copies distributed through the Asheville Citizen Times and 15,000 copies included in print publication.
- Feature Byline and logo (provided by company) on front cover of Parade of Homes magazine and promotional map piece to include company name and page reference
- Full page Feature Article within the Parade of Homes Magazine to be strategically placed within the publication with photos.
- One Complimentary Entry into the 2009 Parade of Homes.
- Photo prominently displayed on all billboards, broadcast television and cable commercials.
- Logo displayed on billboards, print media, broadcast television and cable commercials.
- Recognition at Parade of Homes Banquet with presentation of Framed Cover.
- Two Complimentary Banquet Tickets.

*\*Contact the AHBA today for details and requirements*

**I would like to reserve a Sponsorship Level**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Level of Sponsorship Requested: \_\_\_\_\_

Based on your request the AHBA will contact you to confirm availability, placement and payment.

**Thank you for your interest in the  
2009 Parade of Homes!**



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