

PARADE OF HOMES SPONSOR PACKAGE & 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 - Our Community...Your Home

Last year we launched a new Parade of Homes Website, 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 2009 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.

Listed below you will find three different 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 three levels. The Parade of Homes is a widely recognized event in the Asheville area and each year we see visitors from within our area as well as visitors from all over the southeast. Don't miss this opportunity to showcase your products and services to thousands of Parade visitors in over 15,000 copies of the Parade Magazine, billboards, television and much more! 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
- Four 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
- Two Guest Tickets to Awards Banquet

