

vesta HOME SHOWsm



2020 SPONSORSHIP GUIDE

Each year, the West TN Home Builders Association presents the Vesta Home Show. Thousands gather here and leave inspired to buy, remodel, update, or sell their homes! You can be at the forefront to capture these primed prospects by becoming a sponsor.

The 2020 Vesta Home Show will take place on October 3rd-27th in the Grand Manor of Spring Creek Ranch. Located off Raleigh-LaGrange Road in the Collierville rural preserve, Spring Creek Ranch is Boyle's master-planned 820-acre development area surrounding the 330-acre Jack Nicklaus Signature Golf Course.

The 2020 Vesta Home Show will feature four homes that will re-define excellence in new home design and construction. Visitors discover unique multi-generational floor plans, innovative interior designs, and cutting-edge technologies for today's and tomorrow's needs and changing lifestyles.

In this guide, you will find a variety of sponsorship opportunities designed to meet a broad range of marketing objectives, strategies, and brand positionings. We care about your success with our events and look forward to customizing any of our sponsorship packages to perfectly fit your needs.



Featuring the latest trends



Cutting-edge technologies



Even special spaces for the family pet!



\$30,000 Presenting Sponsor

As the Presenting Sponsor, your company will receive the highest sponsorship recognition, along with:

- Recognition in all paid advertising, including print, television and radio schedules placed for the VESTA Home Show. Minimum \$75,000 advertising budget.
- 150 Show Tickets
- 30 Preview Party Tickets
- Option to sell Show Tickets at branch locations
- Logo placement on show tickets
- Speaking opportunities
- 10' x 10' exhibit space at show site
- Display ad on HBA Website
- Full page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, drinkware, etc.



\$20,000 Hospitality Tent Sponsor

This large piece of real estate in the heart of the event gives you the opportunity to create interactive experiences to immerse attendees in your brand, plus:

- 50 VESTA Tickets
- 10 Preview Party Tickets
- 8' x 20' Display Booth at Tent Entrance
- Half page ad in VESTA Show Guide
- Recognition on HBA event-specific e-blasts, social media, website, etc.

\$15,000 People's Choice Sponsor

Be part of the voting excitement with your name & logo on every ballot and the ballot box, along with:

- 10' x 10' booth where the ballots are dropped throughout the show
- 20 Show Tickets
- 6 Preview Party Tickets
- Half page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, etc.

\$20,000 Auto Sponsor **SOLD OUT**

With a minimum of two vehicles parked in every driveway of every home in the show, you're sure to get maximum exposure for your dealership, and:

- 750 Show Tickets
- 10 Preview Party Tickets
- Full-page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, etc.



\$20,000 Outdoor Living Sponsor

Spotlight the benefits of creating outdoor living spaces while showcasing your products and services:

- 50 Show Tickets
- 10 Preview Party Tickets
- 24'x 24' Outdoor Display Space
- Half page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, etc.

\$15,000 Color Sponsor **SOLD OUT**

Establish your company as the color authority with this new sponsorship for 2020. Sponsor receives a 10' x 10' tent to display paint chips and materials, plus:

- 20 Show Tickets
- 6 Preview Party Tickets
- Half page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, etc.

\$15,000 Design Trend Sponsor

Sponsor receives one 10' x 10' tent and the opportunity to host design workshops, plus the following:

- 20 Show Tickets
- 6 Preview Party Tickets
- Half page ad in VESTA Show Guide
- Recognition on event-specific e-blasts, social media, website, volunteer wearables, etc.

\$10,000 Welcome Center Sponsor

Sponsor receives one 10' x 10' tent at the show entrance, and the following:

- Opportunity to distribute bags to guests
- 20 Show Tickets
- 4 Preview Party Tickets
- Quarter page ad in VESTA Show Guide
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$10,000 Technology Sponsor

Sponsor receives one 10' x 10' tent and the opportunity to host workshops, plus the following:

- 20 Show Tickets
- 4 Preview Party Tickets
- Quarter page ad in VESTA Show Guide
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.



\$7,500 Water Sponsor

Sponsor receives a 10' x 10' tent plus:

- Company logo on water bottles
- 10 Show Tickets
- 2 Preview Party Tickets
- Quarter page ad in VESTA Show Guide
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$7,500 Selfie Station Sponsor

Sponsor receives the opportunity to decorate the Selfie-Station booth, plus the following:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$7,500 Realtor Days Sponsor

Sponsor receives the opportunity to interact with realtors, plus the following:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$5,000 Golf Cart Sponsor

Sponsor logo prominently displayed on all event golf carts, plus the following:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$5,000 Bench Sponsor

Sponsor logo prominently displayed on a rest station bench, plus the following:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$5,000 Street Sticker Sponsor

Your Company Name, Logo and Message in the middle of the street during the show, plus:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.

\$5,000 Charging Station Sponsor

Sponsor logo prominently displayed on all charging stations located throughout the event, plus:

- 10 Show Tickets
- 2 Preview Party Tickets
- Recognition on event-specific eblasts, social media, website, volunteer wearables, etc.



Preview Party Sponsorships

The Vesta Preview Party is the premier VIP event held to offer HBA members, builders, partners, vendors, and special guests an opportunity to be among the first to see the homes on display before the show opens to the general public. Sponsors receive recognition on event-specific eblasts, social media, website, etc.

\$15,000 Presenting Sponsor

- Sponsor logo on all Party advertising and tickets
- Signage at site and on stage during the Party
- Opportunity to place marketing items on tables
- 20 Show Tickets
- 20 Preview Party Tickets

\$7,500 Gold Sponsor

- Signage at site during the Preview Party
- 20 Show Tickets
- 10 Preview Party Tickets

\$2,500 Silver Sponsor

- Signage at site during the Preview Party
- 20 Show Tickets
- 4 Preview Party Tickets