



Parade of Homes Gold Sponsorship

The Home Builders Association of the Grand Traverse Area and Company Name has agreed that Company Name shall be a Gold Sponsor of the 2020 Parade of Homes. At this premium sponsorship level, Gold Sponsorships are limited to two paid participants – being two separate trades/companies. The event is to be held Sept 24th through the 27th, in the Grand Traverse 5 county area.

HBAGTA will provide:

- Recognition in POH webpage as well as in the Virtual Parade section on hbagta.com with a hyperlink to the Company Name website
 - Recognition during live TV Interviews – 2 spots x 3,820 viewers*
 - Recognition during Live Radio Interviews – 4 spots x 5,500 listeners*
 - Recognition in all Radio Promotion – 54 spots x 1,333 listeners*
 - Recognition in all Print Promotion, to include
 - Parade Tickets – 1,700+ impressions*
 - Press releases distributed widely throughout 5-county area
 - Northern Express – 10,000 impressions*
 - Window Posters – 3,500 impressions (35 posters x 100 impressions each) *
 - Tour Guide cover logo – 1,200+ impressions*
 - Full Page ad in the Parade of Homes Tour Guide – 1200+ impressions* – A \$1,150.00 value
 - Recognition on all outgoing Parade communication emails
 - Option to be a ticket outlet
 - Impressions calculated by large signage and driving people to Company Name to purchase tickets
 - HBAGTA Parade email blasts & eNewsletters with reciprocal link
 - Recognition at Mandatory Builder Meeting on Aug 19th, 2020
20 Complementary tickets to the 2020 Parade of Homes
 - Invitation to Awards ceremony and recognition during the ceremony
 - First right of refusal for next year’s Parade of Homes Gold Sponsorship
- * - all viewer, listener and impression statistics are estimates*



Gold Sponsor will provide:

Sponsorship payment to be paid by July 24th, 2020..... **\$4,500.00**

High resolution, camera ready artwork/logo for ads

_____ for Company Name

_____ Robert O’Hara, Executive Officer HBAGTA

Date _____

Date _____

