



Parade of Homes Silver Sponsorship

The Home Builders Association of the Grand Traverse Area and Company Name agree that Company Name shall be a Silver Sponsor of the 2020 Parade of Homes. At this premium sponsorship level, Silver 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 in all Social Media Promotions
- Recognition in Print Promotion, to include
 - Parade Tickets – 1,700+ impressions
 - Press Releases distributed widely throughout 5-county area
- A Half-Page ad in the Parade of Homes Tour Guide – 1200+ impressions (\$650.00 value)
- Recognition on all outgoing Parade communication emails
- Flyers to be distributed to Company Name customers
- HBAGTA Parade email blasts & eNewsletters with reciprocal link
- Recognition at Mandatory Builder Meeting on Aug 19th, 2020
Company Name representative invited to attend meeting and address the builders
- 20 Complementary tickets to the 2020 Parade of Homes
- Invitation to the Awards ceremony
- First right of refusal for next year’s Parade of Homes Silver Sponsorship



Silver Sponsor will provide:

Sponsorship payment to be paid by July 24th, 2020..... **\$3,000.00**

High resolution, camera ready artwork/logo for ads

_____ for Company Name

_____ Robert O’Hara, Executive Officer HBAGTA

Date _____

Date _____

