



PARADE OF HOMES SPONSORSHIPS



PLATINUM – Broadcast Sponsorship **\$5,250** (Media Value **\$15,590**)

- TV Schedule - **\$12,420 Value**
 - ◆ 30 second spots on KY3 with “Sponsored by” and logo.
- Radio Schedule - **\$2,120 Value**
 - ◆ 30 second spots on radio to be determined with “Sponsored by” statement.
- KY3 Pre-rolls (total of 30,000) - **\$1,050 Value**
 - ◆ 15 second spots on KY3 with “Sponsored by” and logo.

GOLD – Print Sponsorship **\$3,250** (Media Value **\$3,900+**)

- Parade of Homes Event Magazine (3,400 magazines distributed to targeted audience)
 - ◆ 1.19” x 1.19” area for “Sponsored By” and logo under “Parade of Homes” logo on front cover. **\$500+ Value**
- **Center Section of HBA Event Magazine**
 - ◆ Full Page four color ad. **\$500 Value**
 - ◆ “Sponsored by” with logo on first page of insert. **Undetermined Value**
 - ◆ “Sponsored by” with logo on the map. **Undetermined Value**
- **Exclusive Outside Distributor of the HBA Parade of Homes Event Magazine**
 - ◆ Mention of sponsor name in radio advertising as distribution point of HBA Event Magazine.
 - ◆ Sponsor name listed on SpringfieldHBA.com as distribution point of HBA Event Magazine.
 - ◆ HBA Event Magazines will also be available at HBA Parade Homes once the event starts.
 - ◆ Includes up to eight (8) boxes of magazines total. **\$1,000 Value**
- **HBA Housing News Quarterly (Summer Issue, distributed to HBA membership)**
 - ◆ “Sponsored by” with logo on front cover. **Value Undetermined**
 - ◆ “Sponsored by” with logo in event specific article. **\$450+ Value**
 - ◆ Full page double sided insert in Housing News Quarterly newsletter (Sponsor must submit completed artwork). **\$650 Value**
- **Print Ads**
 - ◆ \$800 budgeted for print advertising. HBA will meet with sponsor to determine how this will be spent. **\$800 Value**

SILVER – Electronic Sponsorship **\$2,500** (Media Value **\$3,166+**)

- **HBA Housing e-News**
 - ◆ Two event specific articles with mention and logo of sponsor included in each article. **\$300 Value**
 - ◆ Top Banner ad in June issues (2 issues). **\$116 Value**
- **SpringfieldHBA.com**
 - ◆ Banner Ads. **\$325 Value**
 - Top Banner ad with logo on HBA Parade of Homes page stating “sponsored by” for one year (rotates with other advertisers).
 - “Sponsored by” ad rotating with Parade web page advertisers on HBA Parade of Homes mobile web site.
 - ◆ “Sponsored by” and logo on Parade of Homes landing page. **\$325 Value**
 - ◆ “Sponsored by” and logo on home page in “Center Stage” position linking to Parade landing page. **\$350+ Value**
- **KY3.com**
 - ◆ “Sponsored by” and logo on 50,000 impressions on KY3.com Weather page. **\$500 Value**
 - ◆ “Sponsored by” and logo on 728x90 rotating banner on Ozarks Home Hunters. **Undetermined Value**
 - ◆ “Sponsored by” and logo on email blast to list of 60,000 people. **\$500 Value**
 - ◆ Four mentions on KY3.com facebook page. **Undetermined Value**
 - ◆ “Sponsored by” and logo on Catfish ad. **\$600 Value**
- **417Magazine.com**
 - ◆ “Sponsored by” with logo on Best of Week and Weekend Pass. **\$150 Value**

BUILDER EVENT SPONSOR – Parade Builder Luncheon **\$500**

- ◆ Five Minutes to address builders
- ◆ Literature at place settings
- ◆ Greet attendees as the Only Associate Present
- ◆ “Sponsored by” Language included in all promotional materials for the luncheon
- ◆ Logo on all promotional materials (print or electronic)
- ◆ Logo on HBA calendar entry.

SOLD

* Media subject to change. Sponsor will be notified if anything changes to decrease value.