

Salt Lake Parade of Homes™ and HBA Sponsorship Opportunities

July 29-August 14, 2011

The Salt Lake Parade of Homes™ is one of the longest running Parades in the nation, featuring the fine craftsmanship of local builders who are members of the Salt Lake Home Builders Association.

Gold Sponsorship ~ 4 Available

\$10,000

Benefits:

- Logo placement on the front cover and Sponsorship page of Parade of Homes™ magazine
- Sponsorship recognition via company logo placement in alternating T.V. spots (*as space allows*)
- Sponsorship recognition in newspaper and special section print media advertising
- Company logo on Parade of Homes™ entrance tickets
- Full page, four color ad in the Parade of Homes™ Magazine
- Company logo with hot link to company website placed on Salt Lake Parade of Homes™ webpage
- Company logo on Salt Lake Home Builders master banners, located at cluster sites during the parade
- Fifty (50) complimentary entrance tickets to the Parade of Homes
- Eight (8) complimentary guest tickets to VIP Night, the “kick-off” event for the Parade of Homes™
- Four (4) complimentary guest tickets to the People’s Choice/Awards Banquet
- One (1) complimentary exhibitor garage space – selected by the Salt Lake Home Builders Association

Silver Sponsorship ~ 4 Available

\$5,000

Benefits:

- Sponsorship recognition on the Sponsorship page in Parade of Homes™ magazine
- Sponsorship recognition in the newspaper parade supplement
- Company logo on all Parade tickets
- Half page, four-color advertisement in the Parade of Homes™ magazine
- Company logo with hot link to company website placed on Parade of Homes™ webpage
- Company logo on Salt Lake Home Builders master banners, located at cluster sites during the parade
- Twenty-five (25) complimentary entrance tickets to the Parade of Homes™
- Four (4) complimentary guest tickets to VIP Night, the “kick-off” event for the Parade of Homes™
- Two (2) complimentary guest tickets to the People’s Choice/Awards Banquet
- One (1) complimentary exhibitor garage space – selected by the Salt Lake Home Builders Association

Auto Dealer/Driveway Sponsorship ~ 1 Available

\$10,000

Benefits:

- SLHBA will provide tickets to dealership to pass out when consumers come test drive vehicles
- Place cars for display in the driveway of 12 Parade homes
- Logo printed on parade tickets
- Full page, four color ad in the Parade of Homes™ Magazine
- Company logo on Parade of Homes™ entrance tickets
- Logo placement on the front cover and Sponsorship page of Parade of Homes™ magazine
- Eight (8) complimentary guest tickets to VIP Night, the “kick-off” event for the Parade of Homes™
- Four (4) complimentary guest tickets to the People’s Choice/Awards Banquet

Major Ticket Sponsor Sponsorship ~ 1 Available

\$10,000

Benefits:

- Logo placement on the front cover and Sponsorship page of Parade of Homes™ magazine
- Sponsorship recognition via company logo placement in alternating T.V. spots (*as space allows*)
- Sponsorship recognition in newspaper and special section print media advertising
- Company logo on Parade of Homes™ entrance tickets
- Full page, four color ad in the Parade of Homes™ Magazine
- Company logo with hot link to company website placed on Salt Lake Parade of Homes™ webpage
- Company logo on Salt Lake Home Builders master banners, located at cluster sites during the parade
- Eight (8) complimentary guest tickets to VIP Night, the “kick-off” event for the Parade of Homes™
- Four (4) complimentary guest tickets to the People’s Choice/Awards Banquet
- One (1) complimentary exhibitor garage space – selected by the Salt Lake Home Builders Association

Media Sponsorship ~ 2 Available

\$10,000 +

Benefits:

- Logo placement on the front cover and Sponsorship page of Parade of Homes™ magazine
- Sponsorship recognition via company logo placement in alternating T.V. spots (*as space allows*)
- Sponsorship recognition in newspaper and special section print media advertising
- Company logo on Parade of Homes™ entrance tickets
- Company logo with hot link to company website placed on Salt Lake Parade of Homes™ webpage
- Fifty (50) complimentary entrance tickets to the Parade of Homes
- Four (4) complimentary guest tickets to the People’s Choice/Awards Banquet

People's Choice/ Awards Luncheon TITLE Sponsorship ~ 1 Available

\$3,000

Date TBA | | 11:30am-1:00 pm | the Gathering Place at Gardener Historic Village

People's Choice/Awards Banquet is the closing event for the Salt Lake Parade of Homes™. The coveted "People's Choice Award", along with member participation awards are presented at this event. Additionally, winners of the People's Choice drawing are presented with sponsorship gifts/gift certificates. Part of this sponsorship includes cash/gift certificate for People's Choice Grand Prize Winner.

Benefits:

- Company name mention in title of the event
- Company logo placed on Parade of Homes™ entrance ticket
- Company logo placed on all promotional printed materials including: People's Choice ballots, Parade of Homes invitations, printed programs and membership e-blasts
- Company logo placed on all Parade ballot boxes
- Five (5) minute speaking opportunity at People's Choice/Awards Banquet
- Company logo displayed at People's Choice Banquet
- Company recognition on table tents at event
- Four (4) complimentary guest tickets to People's Choice banquet

People's Choice/ Awards Luncheon PRIZE Sponsorship ~ 1 Available

\$ 2,000

Date TBA | | 11:30am-1:00 pm | the Gathering Place at Gardener Historic Village

People's Choice/Awards Banquet is the closing event for the Salt Lake Parade of Homes™. The coveted "People's Choice Award", along with member participation awards are presented at this event. Additionally, public winners of the People's Choice drawing are presented with sponsorship gifts/gift certificates. (Sponsorship includes cash/gift certificate for People's Choice Grand Prize Winner)

Benefits:

- Five (5) minute speaking opportunity at People's Choice/Awards Banquet
- Company logo placed on banquet printed materials including: banquet invitations, promotional flyers, printed programs and promotional membership e-blasts
- Two (2) complimentary guest tickets to People's Choice Banquet
- Company recognition on table tents at event

Parade of Homes VIP Night Sponsorship ~ 1 Available

\$3,000

Date TBA | 6:00 pm | Location TBA

VIP Night is the "kick-off" celebration for the Salt Lake Parade of Homes. Included in attendance for this event are Parade Builders and Association members. Judges Choice Awards are presented to selected participating builders as category and best in show winners.

Benefits:

- Company logo placed on Master Banner (created by SLHBA)
- Logo listed on www.slhba.com & www.saltlakeparade.com
- Company logo placed on all VIP Night promotional e-blasts (including e-invitation) and membership e-blasts
- Two (2) complimentary guest tickets to VIP Night
- Company recognition on table tents at VIP Night

Mandatory Builder Meetings Sponsorship ~ 4 Available

\$ 500

Dates TBD | Time TBA | Location TBA

Member builders who participate in the Parade of Homes are required to attend Mandatory Builder Meetings. These meetings are held at the Sponsors facility, showcasing their products and/or services. Lunch is provided for all attendees.

Benefits:

- Company logo on all promotional materials
- Showcase products/services
- Five (5) minute speaking opportunity at meeting
- Distribution of promotional materials to attendees

Parade Magazine Cover Auction ~ 1 Available

Cost TBD

Dates TBD | Time TBD | Location TBD

Builder members are given the opportunity to bid for the cover of the Parade of Homes Magazine.

Benefits:

- Company image (digital photo or rendering) placed on the cover of the Parade of Homes Magazine (**image is subject to Parade Committee approval**)
- Company logo placed on the cover of the Parade of Homes magazine