

# ASHEVILLE HBA PARADE OF HOMES SPONSOR PACKAGES

2010 Asheville Parade of Homes

This year's Parade of Homes Committee is excited to unveil another great year for the Asheville Home Builders Annual Parade. Our association is working on another stellar full color, glossy magazine publication for the 2010 Parade of Homes featuring the theme of - At Home In The Mountains!

Below you will find multiple tiers of sponsorship in which your company has an opportunity to get involved! These packages are designed to fit any budget while offering a great deal of exposure at all levels. The Parade of Homes is a widely recognized event in the Asheville area, don't miss this opportunity to showcase your products and services to thousands of Parade visitors!

## SPONSORSHIP PACKAGES

Open to any AHBA Member

### PRESENTING SPONSOR 4 Spaces Available \$3500

- Color Logo on Cover of Parade of Homes Magazine  
*15,000 copies printed & distributed*
- Color Logo on Parade of Homes Promotional Map  
*50,000 printed and distributed in the Asheville Citizen Times*
- 1/2 Page Full Color Ad in Sponsor Section of Parade of Homes Magazine
- Inclusion in all Television and select Print Media Advertisements
- Acknowledgement on AHBA website and Parade of Homes website with link to company website
- Included in AHBA Newsletter Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Verbal Recognition and logo displayed at Awards Banquet
- 8 Tickets to the Awards Banquet

### CONTRIBUTING SPONSOR 10 Spaces Available \$1500

- Company Listing on Parade of Homes Promotional Map  
*50,000 printed and distributed in the Asheville Citizen Times*
- 1/4 Page Full Color Ad in Sponsor Section of Parade of Homes Magazine
- Acknowledgement on AHBA website and Parade of Homes website with link to company website.
- Included in AHBA Newsletter Initial Sponsor Feature.
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Verbal Recognition and Logo displayed at Awards Banquet
- 4 Tickets to Awards Banquet

### PATRON SPONSOR 20 Spaces Available \$750

- 1/8 Page Full Color Ad in Prominent position in Parade of Homes Magazine
- Acknowledgement on AHBA website and Parade of Homes website with link to company website
- Included in AHBA Newsletter Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Company Name displayed at Awards Banquet
- 2 Tickets to Awards Banquet

### FRIENDS OF THE PARADE New In 2009! \$300

- Listing in Parade of Homes Magazine to include: *Company Name, Member Name, Website, Phone Number and 2 category listings*
- Acknowledgement on AHBA website and Parade of Homes website with link to company website
- Included in AHBA Newsletter Initial Sponsor Feature
- Acknowledgement in AHBA Newsletter during Sept., Oct. & Nov.
- Company Name displayed at Awards Banquet
- 1 Ticket to Awards Banquet

## FRONT COVER FEATURE

Open to any AHBA Builder or Developer  
Parade Entry not required

### FRONT COVER FEATURE PACKAGE

- Cover Photo: Builder may submit photographs of home for approval. If photos are not submitted or do not meet AHBA & Publisher approval AHBA reserves the right to photograph the home. Approved cover photo and AHBA photos may be used for all parade promotions and materials.
- Photo prominently displayed on front cover of Parade of Homes Magazine with 15,000 copies distributed through the Asheville HBA.
- Photo prominently displayed on front cover of promotional map with 50,000 copies distributed through the Asheville Citizen Times.
- Feature Byline and logo (provided by company) on front cover of Parade of Homes magazine.
- Full page Feature Article within the Parade of Homes Magazine to be strategically placed within the publication with photos provided by builder.
- One Complimentary Entry into the 2010 Parade of Homes.
- Photo prominently displayed on all billboards and television.
- Logo displayed on billboards, print media and television.
- Recognition at Parade of Homes Banquet with presentation of Framed Cover.
- 4 Tickets to Awards Banquet
- 20% discount on 2010 Parade ad purchases and additional entries.

*\*Contact the AHBA today for details and requirements  
\*Auction to open May 14, 2010 with a starting price of \$4500. Auction to close June 4, 2010 at 5pm.*

I would like to reserve a Sponsorship Level

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Level of Sponsorship Requested: \_\_\_\_\_

Based on your request the AHBA will contact you to confirm availability, placement and payment.

**Thank you for your interest in the  
2010 Parade of Homes!**



**Asheville Home Builders Association**  
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