



## 2009 DURANGO AREA PARADE OF HOMES SPONSORSHIPS

### ALL SPONSORSHIPS (priceless)

- Opportunity to offer promotions and solicit product placement to builders
- One promotional item from company placed in goodie bags
- List/contact information of builders participating in the Parade
- Cooperative Marketing!

### PLATINUM SPONSOR - \$6,000 *Exclusive to Industry –limit of 2*

- **Print Campaign-** Corporate logo will appear as PLATINUM Sponsor (\$2,000)
- **Radio-** PLATINUM Sponsor recognition in rotating spots (\$1,500)
- **Program Cover-** Corporate logo will appear as PLATINUM Sponsor on front cover (\$2,000)
- **Program-** Large feature in POH Program (\$1,500)
- **Website-** Link to your website on the HBASC of Homes Website with banner ad (\$1,500)
- **Tickets-** Company logo and recognition as PLATINUM Sponsor on POH tickets (\$1,000)
- **Poster-** Company logo and recognition as PLATINUM Sponsor on POH poster (\$1,000)
- **Newsletter-** Write-up in the HBASC newsletter and inserts (\$450)
- **Banner on Main Ave.-** Name appearing on POH banner (\$1,500)
- **Builder Networking-** Presentations to builders (builder meetings) to promote partnership (\$1,000)
- **Parade Homes-** Display promotional material and have representative at select Parade homes (\$1,000)
- **Goodie Bags-** Supply "Goodie bags" with logo to ticket holders including promotional item(\$1,000)
- **Tent-** Tent supplied by sponsor on the Parade of Homes tour (optional for sponsor) (\$2,500)
- **Qualified Customer Leads-** Database of ticket holders to event (\$1,000)
- **Tickets-** 25 tickets to the POH (\$250)

**Total Value = \$19,200\*PLUS**

### GOLD SPONSOR - \$3,000

- **Print Campaign-** Corporate logo will appear as GOLD Sponsor (\$1,500)
- **Radio-** GOLD Sponsor recognition in rotating spots (\$750)
- **Program-** Featured in POH Program (\$900)
- **Website-** Link to your website on the HBASC POH Website with your logo (\$500)
- **Tickets-** Company recognition as GOLD Sponsor on POH tickets. (\$750)
- **Poster-** Company recognition as GOLD Sponsor on POH poster. (\$750)
- **Newsletter-** Write-up in the HBASC newsletter and a full page insert (\$300)
- **Builder Networking-** Presentation to builders (expo/builder meetings) to promote partnership (\$500)
- **Parade Homes-** Display promotional material and have representative at select Parade homes (\$1,000)
- **Qualified Customer Leads-** Database of ticket holders to event (\$1,000)
- **Goodie Bags-** Promotional Item in goodie bags (\$500)
- **Tickets-** 15 tickets to the Parade of Homes (\$150)

**Total Value = \$8,600\*PLUS**

### SILVER SPONSOR - \$1750

- **Print Campaign-** Corporate logo will appear as SILVER SPONSOR (\$1,500)
- **Program-** Featured in POH Program (\$500)
- **Website-** Recognition as SILVER SPONSOR on the HBASC POH Website with your logo (\$500)
- **Poster-** Company logo and recognition as SILVER SPONSOR on POH poster. (\$750)
- **Newsletter-** Write-up in the HBASC newsletter (\$150)
- **Qualified Customer Leads-** Database of ticket holders to event (\$1,000)

- **Goodie Bags-** Promotional Item in goodie bags (\$500)
- **Tickets-** 10 tickets to the Parade of Homes (\$100)

**Total Value = \$5,000\*PLUS**

**FRIENDS OF THE INDUSTRY- \$500**

- **Print Campaign-** Recognition as a FRIEND OF THE INDUSTRY in 1 print advertising piece (\$500)
- **Program-** Recognition as a FRIEND OF THE INDUSTRY in the POH Program (\$250)
- **Website-** Recognition as a FRIEND OF THE INDUSTRY on the POH Website (\$250)
- **Tickets-** 4 tickets to the Parade of Homes (\$40)
- **Goodie Bags-** Promotional Item in goodie bags (\$500)

**Total Value = \$1,640\*PLUS**

**\*\* Last year.....**

- 5,000 Programs Distributed throughout La Plata County
- 1,500 Attendees
- 3 Live 4-Hour Radio Remote Broadcasts, reaching Four Corners Markets including Affiliates of Two Major Radio Broadcasting Groups
- KSUT Member Fund Drive Sponsored Broadcast
- Multiple Printed Advertisements in Durango Herald
- Feature Articles in Durango Herald
- Dedicated Web Page for the Parade of Homes
- Mailed over 7,000 "Save the Date" Postcards with Sponsors' Logos
- Full Page Inside Cover Advertisement in Travel Host Magazine – 10,000 magazines with 150,000 readers per month
- Two Page Advertorial Spread in Summer Edition and Three Page Advertorial Spread in Winter Edition in DCD Magazine
- Calendar of Events Listings in La Plata Electric Magazine, Chamber of Commerce Website, City of Durango Website
- Banner over Main Ave. advertising event
- Professional Artist and Art Director

**RETURN THIS APPLICATION TO THE HBASC OFFICE**

Please return this sponsorship application signed by an authorized representative. Please send with payment to: HBASC, 1199 Main Ave. #234, Durango, CO 81301. Direct questions to Elizabeth Salkind, HBASC Executive Officer, 382-0082 or [salkind@hbasc.com](mailto:salkind@hbasc.com).

**WE ARE APPLYING FOR A \_\_\_\_\_ SPONSORSHIP.**

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

Contact Person \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

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**Authorized Representative      Date**