



## HOMEARAMA® PARTNERSHIPS

HOMEARAMA® is the perfect venue to showcase your company to thousands of people.

**As you budget your marketing dollars for this year and next year, we encourage you to take advantage of a HOMEARAMA® sponsorship.**

HOMEARAMA® features beautiful homes that are fully decorated and landscaped. With tens of thousands of dollars in advertising and public relations, HOMEARAMA® offers excellent exposure for your company. The HBA is anticipating 25,000 - 35,000+ visitors to this year's show.

HOMEARAMA®, the Home Builders Association of Greater Cincinnati's nationally acclaimed single-site new home showcase, is typically held in June or July each year.

### **DIAMOND/PRESENTING PARTNER**

#### **EXCLUSIVE PARTNERSHIP (MAXIMUM OF 2 DIAMOND PARTNERS) - \$20,000**

- TV inclusion
- Radio inclusion
- Print inclusion
- Billboard inclusion
- Logo on cover of planbook produced by Housetrends Magazine distributed to each family that attends HOMEARAMA®
- Logo on Cincinnati HOMEARAMA® App
- 20 x 10 booth in HomeZone tent
- Product placement in HOMEARAMA® homes or garages
- Ability to distribute material at HOMEARAMA® or have it distributed with purchase of ticket(s)
- Full page full color planbook ad
- Signage opportunities within HOMEARAMA® site
- Kiosk wrapped with your company logo and a question of your choice to appear on survey
- 500 VIP tickets
- 25 Preview Party Tickets
- 6 Parking Passes in VIP parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Diamond/Presenting partner that will be distributed to each family who attends HOMEARAMA® 35,000+
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Diamond/Presenting partner

### **PLATINUM PARTNER - \$10,000**

- Print inclusion
- 10 x 10 booth in HomeZone tent
- Ability to distribute material at HOMEARAMA® or have it distributed with purchase of ticket(s)
- ½ page full color planbook ad
- Signage opportunities within HOMEARAMA® site

- **One kiosk wrapped with your company logo and a question of your choice to appear on survey**
- **Logo on Cincinnati HOMEARAMA® App**
- 250 VIP tickets
- 10 Preview Party Tickets
- 4 Parking Passes in VIP parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Platinum partner that will be distributed to each family who attends HOMEARAMA® 35,000+
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Platinum partner

### **GOLD PARTNER - \$5,000**

- **1/2 page full color planbook ad**
- **Logo on Cincinnati HOMEARAMA® App**
- 100 VIP tickets
- 5 Preview Party Tickets
- 2 Parking Passes in VIP parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Gold partner that will be distributed to each family who attends HOMEARAMA® 35,000+
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Gold partner

### **SILVER PARTNER - \$2,500**

- **1/2 page color planbook ad**
- **Logo on Cincinnati HOMEARAMA® App**
- 50 VIP tickets
- 2 Preview Party Tickets
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Silver partner that will be distributed to each family who attends HOMEARAMA® 35,000+
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl Newsline publication listing you as a HOMEARAMA® Silver partner

### **BRONZE PARTNER - \$1,500**

- **1/4 page color planbook ad**
- **Logo on Cincinnati HOMEARAMA® App**
- 25 VIP tickets
- 2 Preview Party Tickets
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Bronze partner that will be distributed to each family who attends HOMEARAMA® 35,000+
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Bronze partner

### **COPPER PARTNER - \$500**

- 15 VIP tickets
- 2 Preview Party Tickets
- **Logo on Cincinnati HOMEARAMA® App**
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housetrends Magazine listing you as a HOMEARAMA® Copper partner that will be distributed to each family who attends HOMEARAMA® 35,000+

- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Copper partner

### **SPECIAL HOusetRENDS PLAN BOOK SPONSORSHIP**

**HALF PAGE AD IN PLANBOOK W/BELOW BENEFITS INCLUDED - \$2,295**

**FULL PAGE AD IN PLANBOOK W/BELOW BENEFITS INCLUDED - \$3,295**

- 25 VIP tickets
- 2 Preview Party Tickets
- **Logo on Cincinnati HOMEARAMA® App**
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housertrends Magazine on sponsorship page that will be distributed to each family who attends HOMEARAMA® **35,000+**
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a sponsor
- Social Media Sponsor Post on the HOMEARAMA® Facebook page

### **BAND SPONSOR - \$150**

- 10 VIP tickets
- Logo on sign located next to Band Tent listing all band sponsors that will remain for the entire show
- **Logo on Cincinnati HOMEARAMA® App**
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in planbook produced by Housertrends Magazine listing you as a HOMEARAMA® Copper partner that will be distributed to each family who attends HOMEARAMA® **35,000+**
- Logo on HOMEARAMA® website with hyperlink to your company's website
- Logo sent out on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Band sponsor

### **ADDITIONAL PARTNERSHIPS**

**PREVIEW PARTY PARTNER** — Connect with members at this first-class event. Inclusion in Party materials. Your company logo printed on Preview Party tickets. **\$2,500 - \$5,000**

**AUTO PARTNER** — Park your cars in the driveways for thousands of people to see. **\$7,500**

**OUTDOOR EXHIBITOR** — Play equipment, landscaping, spas/hot tubs, playhouses, etc. **\$1,500 – \$3,500**

**TICKET PARTNER** — Your company ad or coupon handed out with every HOMEARAMA® ticket. Your company logo printed on VIP tickets. **\$5,000**

**HOMEZONE PARTNER** — Receive the exclusive naming rights for the HomeZone tent. The HomeZone tent features the latest and greatest home products. **\$5,000**

**DAY/EVENING EVENT PARTNER** — On-site exhibit and seminar presentation opportunities to engage consumers. Or, use the day or evening partnership for a private “party” for your clients. **\$1,500 - \$2,500**

**REALTOR DAY PARTNER**— Sponsor this premier Realtor event. Recognition in all promotions and printed materials. **\$7,500**

**PEOPLE'S CHOICE PARTNER**— Sponsor the People's Choice survey/drawing at HOMEARAMA®. **\$500**

**GOLF CART PARTNER** — Sponsor Golf Carts to assist handicapped attendees, elderly attendees, etc. to the show street and back out to the parking lot. **\$500**

**KIOSK PARTNER** — Sponsor one of the eight kiosks that will be used to vote for the People's Choice Awards. Also used to collect demographic data from HOMEARAMA® attendees. Sponsor gets to ask one question pertaining to their business on their respective kiosk. **\$500**

**ALL HOMEARAMA® PARTNERSHIPS CAN BE CUSTOMIZED TO MEET YOUR COMPANY'S SPECIFIC NEEDS. PLEASE CONTACT KAREN PFEIFFER AT THE HBA OFFICE (513) 589-3214 OR [KPFEIFFER@CINCYBUILDERS.COM](mailto:KPFEIFFER@CINCYBUILDERS.COM).**



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