



## HOMEARAMA® PARTNERSHIPS

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

**As you budget your marketing dollars, 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 plan book produced by Housetrends Magazine distributed to each family that attends HOMEARAMA®
- Logo on Cincinnati HOMEARAMA® App
- Logo Print inclusion in one Cincinnati Enquirer ad with Calendar of Events for HOMEARAMA®
- 20' x 10' booth in the 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
- Kiosk wrapped with your company logo and a question of your choice to appear on survey
- 500 VIP tickets
- 25 Preview Party Tickets
- 2 Parking Passes in VIP parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo on Large Sponsor Sign
- Logo in plan book 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
- Ad on HOMEARAMA® website
- Ad on HOMEARAMA® Facebook page
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Diamond/Presenting partner

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

- Print inclusion in one *Cincinnati Enquirer* ad with Calendar of Events
- 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 plan book ad
- 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
- 2 Parking Passes in VIP parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in plan book 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 on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Platinum partner

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

- ½ page full color plan book 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 plan book 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 on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Gold partner

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

- ¼ page color plan book 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 plan book 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 on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl Newsline publication listing you as a HOMEARAMA® Silver partner

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

- ¼ page color plan book 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 plan book 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 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 plan book 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 on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Copper partner

## **SPECIAL HOUSETRENDS MAGAZINE PLAN BOOK PARTNER**

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

**FULL PAGE AD IN PLAN BOOK 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 plan book produced by *Housetrends 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 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 PARTNER - \$200**

- 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 plan book 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 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**

**MOTORCYCLE PARTNER** — Park your motorcycle in a show home garage for thousands of people to see. **\$7,500**

**BOAT PARTNER** — Park your boat(s) on the show street for the entire show or for one weekend for thousands of people to see. **\$2,500 – \$7,500**

**OUTDOOR EXHIBITOR** — Play equipment, landscaping, spas/hot tubs, playhouses, tiny houses, 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**

**SHOW BAG PARTNER** — Your company logo or ad on bags (12" x 15" or larger) handed out, one per family, at the gate with the plan book. Bags are supplied by sponsor. Quantity is approximately 15,000. **\$2,500**

**T-SHIRT PARTNER** — Your company logo or ad on the bright neon HOMEARAMA® Staff T-Shirts, approximately 25 workers will wear the Staff T-Shirts each day of the show. **\$2,000**

**SITE DEVELOPMENT PARTNER** — The company doing the site work for the developer can be a Site Development Partner of HOMEARAMA®. Receive logo recognition, signage, be a part of the Preview Party, etc. **\$2,500 – \$5,000**

**HOMEZONE PARTNER** — Receive the exclusive naming rights for the HomeZone tent and receive two 10' x 10' exhibit booths with your sponsorship. The HomeZone tent features the latest and greatest home products. **\$5,000**

**EVENTS TENT PARTNER** — Receive the exclusive naming rights for the 20' x 20' Events Tent. The Events Tent features bands and special events during the show. **\$1,000**

**CELL PHONE CHARGING STATION/KIOSK** — Receive the exclusive naming rights and logo recognition and an ad on the Cell Phone Charging Station at HOMEARAMA®. **\$2,000**

**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**

**GOLF CART PARTNER** — Sponsor Golf Carts to assist show attendees from the parking lot to the show entrance and back to the parking lot. **\$500 PER CART**

**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 PER KIOSK**

**PEOPLE'S CHOICE PARTNER** — Sponsor the People's Choice survey/drawing at HOMEARAMA®. Your logo will go on the large sign explaining the survey/drawing and on the iPad screen (8 iPads) on each kiosk. **\$1,500**

**RESTROOM TRAILER AND PORTABLE RESTROOM PARTNER** — Get a banner with your logo/ad on the Restroom Trailer(s) and on a sign on the Portable Restrooms at HOMEARAMA®. It may sound like a stinky idea, but your logo and message will be remembered by everyone who visits the restrooms/show. **\$1,500**

**PARKING LOT PARTNER** — Get your logo on a sign on each lane of the parking lot and help us create fun names for each row so show attendees can remember which row they parked in. We can create a fun experience for you and for the show attendees and help attendees find their car. **\$2,000**

**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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