

Parade of HOMES

JULY 18-26, 2020

SHOWCASE HOME



CUSTOM HOMES • REMODELS
COMMUNITIES • SINGLE FAMILY • MULTI FAMILY
SPECIALTY DESIGN: Interior Design, Kitchen & Bath,
Pool/Spa, Landscaping

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POWERED BY



67th ANNUAL PARADE OF HOMES ORLANDO

Central Floridians are invited to safely experience 65+ of the best of the best homes throughout Orange, Seminole and Osceola County and surrounding areas.

IMPORTANT DATES

July 16, 17

Judging

July 24

Grand Judging

July 18-26

Parade of Homes

TBA

Awards Ceremony

MAXIMIZE YOUR PARTICIPATION

- #1 Integrated marketing tactics connect directly with your audiences, build relationships and **DRIVES TRAFFIC** to take action.
- #2 Parade of Homes is much more than an event; it is an integrated marketing program to **COMPLEMENT YOUR SALES INITIATIVES**.
- #3 The Parade is strategically promoted through multiple communications channels to **CREATE POSITIVE BUZZ** and increase overall awareness.

BONUS LEVERAGE YOUR MARKETING BUDGET! One of the primary advantages of participating in a cooperative marketing campaign is the ability to lower your costs by sharing them with other GOBA members.

SHOWCASE HOME

Casa de los Reyes



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#paradeofhomesorlando



INTEGRATED MARKETING CAMPAIGN FEATURES Total Value \$100,000+

- **WEBSITE** ParadeofHomesOrlando.com
- **OFFICIAL GUIDEBOOK** will be available through insertion in the Orlando Sentinel, El Sentinel, Trustco Bank and Sherwin-Williams locations
- **SOCIAL MEDIA** Interactive content on Facebook, Instagram and Twitter on GOBA and POH channels #paradeofhomesorlando
- **PUBLIC RELATIONS** Earned story coverage through local TV and print media outlets
- **PROGRAMMATIC DIGITAL ADS** on WESH2 and The Weather Channel
- **ADVERTORIALS & PRINT ADVERTISING** in the Orlando Sentinel & El Sentinel Real Estate Home Sections
- **RADIO & STREAMING RADIO ADVERTISING** with iHeart Radio, Magic 107.7, La Rumba 100.3
- **VIDEO** Updated "How to Parade" video shared through You Tube and social media
- **CONTEST** A popular awareness and engagement tool to drive awareness to Parade of Homes 2020

For more details contact Cherry Masih at 407-629-9242 / cherry@greaterorlandoba.com