

PARADE of HOMES

JUNE 1-2 & 8-9

2019



SPONSORSHIP OPPORTUNITIES

▶ **WHAT IS THE PARADE OF HOMES?**

Hosted by the Capital Region Builders & Remodelers Association, the Parade of Homes is a self-guided Parade featuring award-winning builders homes across the Capital Region.

▶ **WHO ATTENDS?**

The event is largely attended by attendees interested in purchasing New Construction homes in the area. Attendees are also touring to see the latest trends in home design and interior decor.

▶ **WHY SPONSOR?**

The Parade of Home is a highly visible public event with months of pre-event promotion and an onsite presence for both attendees and builder participants. Sponsors are also recognized by CRBRA throughout the year. Plus, proceeds from the Parade of Homes are donated to The Center for Disability Services.

	PLATINUM	GOLD	SILVER	BRONZE	STONE
INVESTMENT	\$4,500	\$3,000	\$1,500	\$750	\$500
Recognition on app & website (linked)	Logo	Logo	Logo	Name	Name
4-color ad in the Parade Magazine	Full	Half	Quarter	One-sixth	-
Recognition on the Magazine's Sponsor page	Logo	Logo	Name	Name	Name
Recognition in broadcast and print advertising	✓	-	-	-	-
Recognition on Parade tickets	✓	-	-	-	-
Social media recognition	Post with 800x800 pixel graphic	Post with logo	Text only post	Category post	-
Recognition in CRBRA's e-newsletter	Banner ad	Category banner ad	Listing	-	-
Complimentary tickets to the Parade	10	6	4	4	4
Complimentary tickets to the Awards Celebration	2	1	-	-	-

AWARDS CELEBRATION SPONSOR (2 MAX.)

\$1,000 investment

- Recognition on Sponsors' page in Parade of Homes Magazine
- Logo on invitation
- Recognition on Awards Celebration signage
- Participate in Awards presentation
- Two complimentary tickets to the Awards Celebration

THANK YOU TO OUR 2019 SPONSORS

As of Feb. 7

Title Sponsor:



Platinum Sponsors:



Silver Sponsors:



ThermaTru®



Bronze Sponsor:



Award Celebration Sponsor:



Charitable Partner:



2019 BUILDERS:

- Abele Builders
- Belmonte Builders (2)
- Camelot Home Builders
- Cerrone Builders
- Charlew Builders (2)
- DeGraff Bloom Custom Homes
- Erik Kohler Homes
- Heritage Custom Homes
- JKM Builders
- Mansfield Custom Homes
- Michaels Group Homes
- Witt Construction

2019 PARADE OF HOMES RESERVATION FORM

COMMITMENT DEADLINE: MARCH 1; AD DEADLINE: MARCH 15

Please select the menu items you want to reserve, provide your payment details and return to DeeDee Enides at deedee@crbra.com. Or, call 518.579.0066. *Please note: All credit card payments are subject to a 3-percent administrative fee.*

Company Name: _____ Sponsorship Level: _____

Company Address: _____

Contact: _____ Phone: _____ Email: _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name/Address on Card (if different): _____
