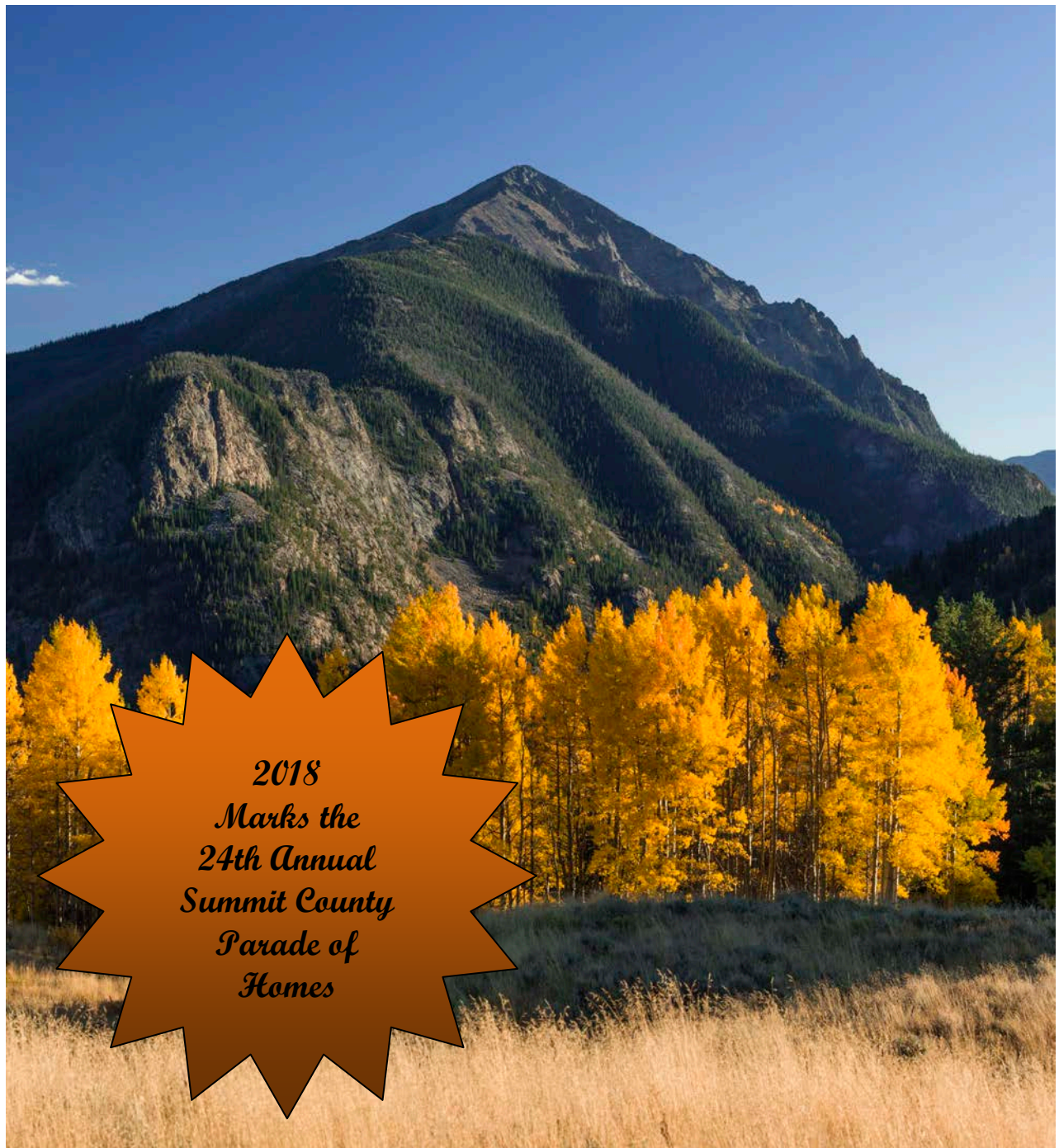


2018 SUMMIT COUNTY PARADE OF HOMES

Sponsorship Proposal

September 22-23 and September 29-30



*2018
Marks the
24th Annual
Summit County
Parade of
Homes*

OFFICIAL DIAMOND SPONSOR BENEFITS - SOLD

- Status as the 2018 Parade of Homes (POH) “Diamond Sponsor”
- Complimentary full-page, four-color ad in 2018 Parade of Homes program. More than 10,000 stand alone copies of the Parade of Homes program will be distributed throughout Summit County. The entire program is included in the September/October issue of Mountain Living magazine.
- Premium logo placement in the Parade of Homes program.
- Year-long recognition as 2018 Parade of Homes Diamond Sponsor on SCBA Web site Home Page, with link to your company’s Web site.
- One-year business card advertisement in monthly SCBA newsletter.
- Sponsor acknowledgement in Parade of Homes stories written for monthly newsletter.
- Additional recognition as Diamond Sponsor in Social Media messages and communiqués regarding the Parade of Homes on Facebook, Twitter and other media outlets.
- Your logo on the “People’s Choice” voting page on line.
- Your company name printed on all tickets that are used for entrance to each home in the parade.
- Your company logo featured on the official banners set on display by each Parade home in attendance.
- Your company logo featured in all SCBA advertising intended to promote the Parade of Homes.
- Name mentions in active media.
- Appreciation from more than 140 SCBA members, including general contractors and sub-contractors.
- Exposure to close to 3,000 visitors expected to tour the homes.
- Six tickets for entrance to tour the homes.
- Eight tickets to the awards dinner.
- Recognition and speaking opportunities as available.
- Sponsorship fee of \$5,500.

OFFICIAL PLATINUM SPONSOR BENEFITS - 8 Available 8 SOLD

- Status as a 2018 Parade of Homes (POH) “Platinum Sponsor”
- Complimentary ½-page, four-color ad in 2018 Parade of Homes program. More than 10,000 stand alone copies of the Parade of Homes program will be distributed throughout Summit County. The entire program is included in the September/October issue of Mountain Living magazine.
- Your company logo and link to your website on SCBA’s Parade of Home page.
- Company logo to be featured on all event banners displayed outside of each Parade home.
- Company logo featured in all advertising devoted to promoting the Parade of Homes.
- Sponsor acknowledgement in Parade of Homes stories written for monthly newsletter.
- Limited speaking opportunity at awards reception.
- Participation in awards presentation at awards reception.
- Banner space at awards reception.
- Your logo on the “People’s Choice” voting page on line.
- Logo placement on map page, a essential source for attendees.
- Appreciation from more than 140 SCBA members, including general contractors and sub-contractors.
- Exposure to more than 3,000 visitors expected to tour the homes.
- Five tickets for entrance to tour the homes.
- Six tickets to the awards dinner.
- Recognition at events and receptions associated with the Parade.
- Sponsorship fee of \$3,500.

OFFICIAL GOLD SPONSOR BENEFITS - 4 Available 2 SOLD

- Status as a 2018 Parade of Homes (POH) “Gold Sponsor”.
- Complimentary 1/4 - page, four-color ad in 2018 Parade of Homes program. More than 10,000 stand alone copies of the Parade of Homes program will be distributed throughout Summit County. The entire program is included in the September/October issue of Mountain Living magazine.
- Your company logo and link to your website on SCBA’s Parade of Home page.
- Sponsor acknowledgement in Parade of Homes stories written for monthly newsletter.
- Limited speaking opportunity at awards reception.
- Banner space at awards reception.
- Your logo on the “People’s Choice” voting page on line.

March 28, 2018

- Logo placement on map page, an essential source for attendees.
- Appreciation from more than 140 SCBA members, including general contractors and sub-contractors.
- Exposure to more than 3,000 visitors expected to tour the homes.
- Two tickets for entrance to tour the homes.
- Four tickets to the awards dinner.
- Recognition at awards reception associated with the Parade.
- Sponsorship fee of \$2,500.

OFFICIAL SILVER SPONSOR BENEFITS - 4 Available

- Status as a 2018 Parade of Homes (POH) “Silver Sponsor”
- Your company logo and link to your website on SCBA’s Parade of Home page.
- Sponsor acknowledgement in Parade of Homes stories written for monthly newsletter.
- Limited speaking opportunity at awards reception.
- Banner space at awards reception.
- Your logo on the “People’s Choice” voting page on line.
- Logo placement on map page, an essential source for attendees.
- Appreciation from more than 140 SCBA members, including general contractors and sub-contractors.
- Exposure to more than 3,000 visitors expected to tour the homes.
- Two tickets for entrance to tour the homes.
- Two tickets to the awards dinner.
- Recognition at awards reception associated with the Parade.
- Sponsorship fee of \$1,500.

ANTICIPATED ADVERTISING CAMPAIGN FOR 2018

- Advertising and promotional campaign will start at the beginning of the calendar year, kick into high gear in May and continue building momentum through the end of the event in September 2018. Advertising budget to exceed \$20,000.
- Publicity on local radio programs and local Internet venues. Promotion of event through SCBA Website and social media.
- Publicity in high-end housing magazines.

PRINT & ELECTRONIC ADVERTISING

Ads will be placed in print media targeting subscribers with considerable discretionary income and to locals. In 2017, in excess of \$20,000 was spent on print and electronic advertising. Print ads were placed in Mountain Living Magazine, Breckenridge Music Festival, National Repertory Orchestra, Denver Parade of Homes magazine, Summit Daily News, Breck Film Festival Program Book and posters placed at area businesses. As with print advertising, electronic ads, blogs and Facebook will target an upscale and local audience. Ads and interviews will be featured on radio stations and Comcast Cable locally and in the Denver area targeting an upscale audience.

PUBLIC RELATIONS

- A comprehensive public relations effort will coincide with advertising and promotions to include specific information about the Corporate and Diamond Sponsors.
- News releases and radio publicity will feature the Corporate and Diamond Sponsors.
- The opportunity for Diamond and Corporate Sponsors to participate in awards ceremonies or cocktail reception.
- Cross marketing with the Breckenridge Film Festival, held in conjunction to the Parade of Homes, provides exposure at an additional 3,000 people

PROMOTIONAL VALUE

- Sponsors have the opportunity to promote their products and services to a targeted, upscale audience that is genuinely interested in the mountain resort market.
- Sponsors will receive positive recognition from the association with this premier event and its support of local charities.
- As years go by, Sponsors will enjoy continued recognition from the increased exposure they receive from their alliance with the Parade of Homes event.
- The Parade of Homes magazine continues to be a reliable local resource for design and decorating ideas long past the event.

March 28, 2018

IMPORTANT DATES

Immediately
Immediately
TBD

Authorization of sponsorship commitment to maximize benefit
Logo to SCBA (if sponsored previously, provide only if changed)
Advertising materials for Parade of Homes Program to publisher

AUTHORIZATIONS

I agree to the following sponsorship level:

- ~~Diamond Sponsorship at \$5,500~~ — **SOLD**
- ~~Platinum Sponsorship at \$3,500~~ - **8 Available - 6 SOLD**
- Gold Sponsorship at \$2,500 - **4 Available -**
- Silver Sponsorship at \$1,500 - **4 Available -**

Sponsors from 2017 will have first right of refusal by March 1, 2018 prior to soliciting other sponsors so credits may appear in the May issue of Mountain Living magazine.

Sponsorship Level: _____

_____ (Company Name)

Signature _____ Title _____ Date: _____

Website Address to be included as link: _____

CONTACTS

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