

summit county

# PARADE OF HOMES

**SUMMIT COUNTY  
BUILDERS ASSOCIATION  
PARADE OF HOMES  
Sponsorship Opportunities  
2009 Proposal**

**OFFICIAL DIAMOND SPONSOR BENEFITS**

- ◆ Status as 2009 Parade of Homes (POH) “Diamond Sponsor”
- ◆ Complimentary 1/2 page, four color ad in 2009 Parade of Homes Program (\$1,500 value). Increased ad sizes available at an additional cost.
- ◆ Logo and “Diamond Sponsor” designation in 2009 Parade of Homes Program (minimum of 10,000 programs printed and distributed locally. Programs to be poly bagged with Mountain Living Magazine which is distributed nationwide.
- ◆ Featured on all event banners (each parade home displays a 2.5’ x 5’ banner on their house. Diamond Sponsor Logo appears on each banner).
- ◆ Featured in advertising, promotions and POH website which would include a direct link to sponsor’s www site, if provided.
- ◆ Option to provide an item for the “promo bag”.
- ◆ Exposure to an estimated 3600 visitors to the homes.
- ◆ Name will be printed on all wristbands.
- ◆ 5 wristbands for entrance to tour the homes.
- ◆ Recognition at awards reception.
- ◆ Sponsorship fee of \$5,000

**OFFICIAL CORPORATE SPONSOR BENEFITS**

- ◆ Status as 2009 Parade of Homes (POH) “Corporate Sponsor”
- ◆ Complimentary 1/4 page, four color ad in 2009 Parade of Homes Program (\$800 value). Increased ad sizes available at an additional cost.
- ◆ Logo and “Corporate Sponsor” designation in 2009 Parade of Homes Program (minimum of 10,000 programs printed and distributed locally. Programs to be poly bagged with Mountain Living Magazine which is distributed nationwide.
- ◆ Featured on all event banners (each parade home displays a 2.5’ x 5’ banner on their house. Corporate Sponsor Logo appears on each banner).
- ◆ Featured in advertising, promotions and POH website which would include a direct link to sponsor’s www site, if provided.
- ◆ Option to provide an item for the “promo bag”.
- ◆ Exposure to an estimated 3600 visitors to the homes.
- ◆ 5 wristbands for entrance to tour the homes.
- ◆ Recognition at awards reception.
- ◆ Sponsorship fee of \$3,500

**PROMO BAG SPONSORSHIP**

- ◆ Opportunity to have an item included in our promo bag to be given to the visitors of the parade.
- ◆ SCBA will be providing a promo bag to visitors with information and items from our sponsors, members, vendors and all who would like to participate.
- ◆ Sponsorship fee of \$500

## ANTICIPATED ADVERTISING CAMPAIGN FOR 2009

- ◆ Advertising & promotional campaign will begin in May and run through the end of the event in September, 2009, estimated costs for 2009 at \$40,000.00
- ◆ Programs will be poly bagged in Mountain Living Magazine which has a per issue readership of 150,000.
- ◆ Promotion of event through SCBA's website.
- ◆ Amount of promotional recognition in advertising depends on when sponsorship payment is received.

**PRINT ADVERTISING** - ads will be placed in print media targeting subscribers with considerable discretionary income and to locals. In 2008, ads were placed in Summit Golf Magazine, Mountain Living Magazine, Mountain House & Home Magazine, Denver Parade of Homes Magazine, Colorado Springs Parade of Homes Magazine, The Guide (Summit County Activities) and the Summit Daily News.

**ELECTRONIC ADVERTISING** - as with print advertising ads were targeted to an upscale and local audience. They were placed with these stations in 2008: KUNC (public radio), KCFR (public radio), Krystal 93 (Summit County), RSN and Comcast Cable.

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<b>COLLATERAL</b>	<b>RUN DATE</b>	<b>CIRC</b>	<b>SIZE</b>
Event Banners	September	depends on number of homes	2.5' x 5'

## PUBLIC RELATIONS

- ◆ A comprehensive public relations effort will coincide with advertising and promotions to include specific information about the Corporate Sponsors & Diamond Sponsors
- ◆ News releases and radio publicity will feature the Corporate Sponsors & Diamond Sponsors.
- ◆ The opportunity for Diamond & Corporate Sponsors to participate in the awards presentation during the reception on Friday, September 18<sup>th</sup>.

## PROMOTIONAL VALUE

- ◆ The Corporate Sponsor has an exclusive opportunity to promote their products and services to a targeted, upscale audience that is genuinely interested in the mountain resort market
- ◆ As a Corporate Sponsor you will receive positive recognition from the association with this premier event and its support of a local charity
- ◆ Over ensuing years, sponsor will enjoy the continued recognition from the increased exposure they receive from their alliance with Parade of Homes event
- ◆ The Parade of Homes magazine continues to be a resource for design and decorating ideas long past the event

## IMPORTANT DATES

April 6, 2009	Authorization of sponsorship commitment
April 6, 2009	Logo to SCBA (if sponsored previously, provide only if changed)
April 30, 2009	Sponsorship payment due to SCBA
May 29, 2009	Advertising materials for Parade of Homes Program

## AUTHORIZATIONS

I agree to the following sponsorship level:

- Diamond Sponsorship at \$5,000
- Corporate Sponsorship at \$3,500
- Bag Sponsorship at \$500

\_\_\_\_\_ (Company Name)

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date: \_\_\_\_\_

Website Address to be included as link: \_\_\_\_\_  
(For Diamond & Corporate Sponsorship only)

## CONTACTS

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