



Charlotte-DeSoto BIA

# PARADE OF HOMES

## 2017 Parade of Homes

MARCH 4th - 12th 2017



Tabloid Advertising Media Kit

Publication Date | *Thursday, March 2nd, 2017*

*Sponsored by...*



[www.swflparadeofhomes.com](http://www.swflparadeofhomes.com)

Charlotte-DeSoto BIA  
**2017 PARADE**  
OF HOMES

*Thank you for your interest in the 2017 CDBIA Parade of Homes.*

The 2017 Parade of Homes Committee of the Charlotte-Desoto Building Industry Association is excited to introduce the fabulous sponsorship opportunities available for this year's main event, the 2017 Parade of Homes scheduled March 4th-March 12th, 2017. The 2017 Parade of Homes will be a multi-site parade with models from Punta Gorda to North Port and Port Charlotte to Englewood. We have made a large commitment to advertising and media exposure to give all builders and sponsors the best opportunity to market their products.

An exciting addition to this year's Parade of Homes is the Remodeler/Owner Occupied Showcase. This event will take place on March 4th and will give builders a chance to showcase projects that are not normally available to the public. This year we offer an array of opportunities for marketing your company with new and exciting sponsorship levels. We are excited to welcome Charlotte County Florida Weekly as our choice of media to sell, produce and distribute our 2017 Parade of Homes full color tabloid! I encourage you to be part of this detailed guide covering our events and all of our participating home builders taking part in this year's parade.

A Florida Weekly marketing representative will be contacting you in the near future. If you should have any additional questions regarding sponsorship opportunities, please call the **CDBIA at 941-625- 0804** or **Florida Weekly 941-621-3422**. We look forward to your participation in the **2017 Parade of Homes!**

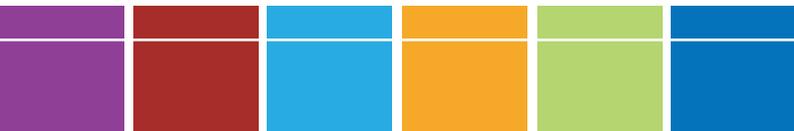


*Sincerely,*

*Carlene*

Carlene Zeche

*2017 Parade of Homes Chair E: [zinteriors@aol.com](mailto:zinteriors@aol.com)*



Charlotte-DeSoto BIA  
**2017 PARADE**  
OF HOMES



### The 2017 Parade of Homes™ Tabloid

will be inserted in the Charlotte County editions of the Florida Weekly for the week prior to the event. Additional copies will be printed and distributed to all Parade of Homes™ models. The Florida Weekly is a regional news and entertainment publication targeting today's sophisticated mobile and active readers. Florida Weekly is distributed to key outlets where readers live, eat and play.

### Reader Profile

The Florida Weekly reader is a 35 to 59 year old, driving a new automobile, who owns or is ready to buy a home worth more than \$300,000. Family household income is more than \$110,000. The target readers are college graduates, some with advanced degrees, have sophisticated tastes and are active. They travel at least twice a year with one major trip. This audience prefers upscale restaurants, entertainment and is culturally engaged.

### Circulation Overview

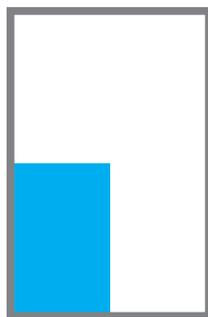
Select distribution points include: Condominium mailrooms, apartments, banks, retail outlets, hotels, restaurants, real estate offices, medical offices, fitness facilities, gated communities etc. View [floridaweekly.com](http://floridaweekly.com) for all locations.

### Deadlines

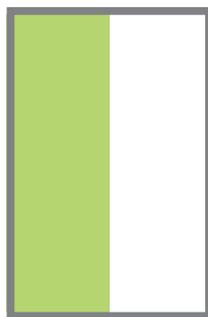
Advertising reservation: Monday, February 6, 2017  
Advertising requiring proofs: Monday, February 6, 2017  
Camera Ready: Friday, February 17, 2017

**Due to the CDBIA Office prior to 5pm or your Florida Weekly Market Executive (All late ads will be assessed \$100 per day.)**

Please email your advertisement in PDF (Preferred), JPG, EPS or TIF format to your Florida Weekly Marketing Executive. All files must be at a resolution of at least 300 dpi. All color ads must be in CMYK format and text must be 100% black.



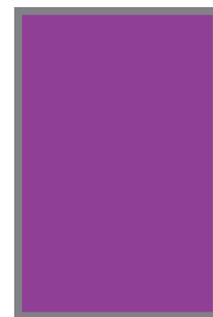
**1/4 Rectangle**



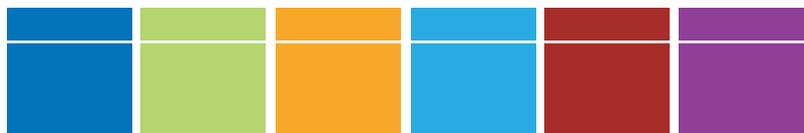
**1/2 Vertical**



**1/2 Horizontal**



**Full Page**





ADVERTISING COMMITMENT FORM

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ | Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

— SPONSORSHIP OPPORTUNITIES —

(PLEASE CHECK ONE)

- Diamond Showcase Package\*\* .....\$7,500
- Platinum Showcase Package\*\* .....\$7,500
- Gold Sponsor Price\*\*\* .....\$3,000
- Full page Silver Sponsor Price\* .....\$2,000
- 1/2 page Bronze Sponsor Price\* .....\$1,250
- 1/4 page Supporter Sponsor Price\* .....\$750

\*UNLIMITED PACKAGES AVAILABLE    \*\*ONLY ONE (1) AVAILABLE    \*\*\*ONLY FIVE (5) AVAILABLE

— DISPLAY ADS ONLY PRICING —

As a CDBIA member here is your chance to reach offer 14,000 area residents with your marketing message while supporting CDBIA  
(Available exclusively to CDBIA members only)

- 1/4 page Price.....\$595
- 1/2 page Price .....\$895
- Full page Price .....\$1,295

(See all Sponsor details on page four of media kit)

— PAYMENT: EMAIL TO ADMIN@CDBIA.COM OR FAX TO (941) 627-9041 —

VISA     MasterCard     AMEX     CHECK # \_\_\_\_\_ | Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_ CRV# \_\_\_\_\_

Name on Card: \_\_\_\_\_

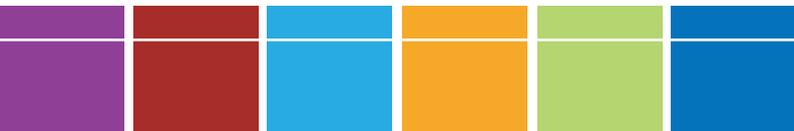
CC Billing Address: \_\_\_\_\_

Address

City

State

Zip



Charlotte-DeSoto BIA  
**2017 PARADE**  
OF HOMES

## Diamond Showcase Package \_\_\_\_\_ \$7,500 *(One only)*

**EXCLUSIVITY** – There will only be one Diamond Showcase Sponsor.  
The Parade of Homes is one of the few Association events that targets the general public.

**PRINT PROMOTION** – Company home will be featured on the cover of the Parade of Homes guide that will be featured in the Florida Weekly and a half page ad. This full color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION**- Company name and logo will be visible and mentioned in all radio and television commercials. Company will have home featured on the website homepage. Company name and logo will also appear on the interactive 2017 Parade of Homes Website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes tabloid in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**ENTRY INTO PARADE OF HOMES** – Company will have one (1) entry into the Parade of Homes, Remodelers Showcase or Owner Occupied Home Show.

**SPOTLIGHT HOME ON FLYER** – A flyer that will be handed out the month of February at the Charlotte County Chamber of Commerce Hottest Business Days expo, inserted in community publications. The Platinum Home will be featured on the flyer.

**TABLETOP DISPLAY** – Company will be allotted one tabletop display at an Association General Membership Meeting of their choice (special events excluded).

**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company will receive a full page color ad in the Builders Block newsletter in the month of your choice.

**COMPLIMENTARY TICKETS** – The Diamond Sponsor will receive four complimentary tickets to the Awards Banquet. **PREFERRED SEATING** – The Diamond Showcase Sponsor will be seated at a preferred table at the 2017 Parade of Homes.

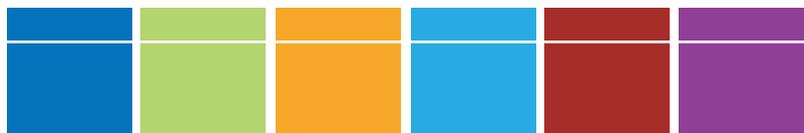
*Banquet identified as the Diamond Showcase Sponsor Table.*

**AWARDS BANQUET PROGRAM AND PRESENTATION** – Company's logo and name will appear in the 2017 Parade of Homes Awards Banquet program. The Diamond Sponsor's name and logo will also be included in the 2017 Parade of Homes Awards Banquet presentation.

**SPONSORSHIP PLAQUE** – Company will receive an appreciation plaque for the Diamond Showcase Sponsorship at the Awards Banquet.

### Charlotte-DeSoto BIA

17984 Toledo Blade Blvd. Port Charlotte, FL 33948 Phone: 941-625-0804 Fax: 941-627-9041  
[www.cdbia.com](http://www.cdbia.com) e-mail: [admin@cdbia.com](mailto:admin@cdbia.com)



Charlotte-DeSoto BIA  
**2017 PARADE**  
OF HOMES

## Platinum Package \_\_\_\_\_ \$7,500 *(One only)*

**EXCLUSIVITY** – There will only be one Platinum Sponsor. The Parade of Homes is one of the few Association events that targets the general public.

**PRINT PROMOTION** – Company will receive the Florida Weekly center spread ad in the of the Parade of Homes guide. This full-color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 over-prints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION** – Company name and logo will be visible and mentioned in all radio and television commercials. Company will have home featured on the website homepage. Company name and logo will also appear on the interactive 2017 Parade of Homes Website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes magazine in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**ENTRY INTO PARADE OF HOMES** – Company will have one (1) entry into the Parade of Homes, Remodelers Showcase or Owner Occupied Home Show.

**SPOTLIGHT HOME ON FLYER** – A flyer that will be handed out the month of February at the Charlotte County Chamber of Commerce Hottest Business Days expo, inserted in community publications. The Platinum Home will be featured on the flyer.

**TABLETOP DISPLAY** – Company will be allotted one tabletop display at an Association General Membership Meeting of their choice (special events excluded).

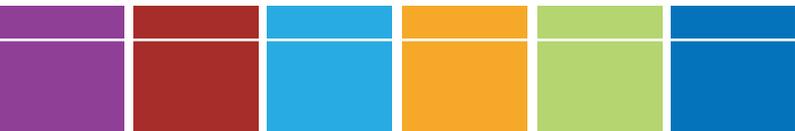
**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company will receive a full page color ad in the Builders Block newsletter in the month of your choice.

**COMPLIMENTARY TICKETS** – The Platinum Sponsor will receive four complimentary tickets to the Awards Banquet. **PREFERRED SEATING** – The Platinum Home Sponsor will be seated at a preferred table at the 2017 Parade of Homes Banquet.

*Banquet identified as the Platinum Home Sponsor Table.*

**AWARDS BANQUET PROGRAM AND PRESENTATION** – Company's logo and name will appear in the 2017 Parade of Homes Awards Banquet program. The Platinum Sponsor's name and logo will also be included in the 2017 Parade of Homes Awards Banquet presentation.

**SPONSORSHIP PLAQUE** – Company will receive an appreciation plaque for the Platinum Sponsorship at the Awards Banquet.





## Gold Sponsor Package \_\_\_\_\_ \$3,000 *(Five limit)*

**PRINT PROMOTION** – Company will receive a Florida Weekly full page premium ad spot (page 2,3,5,7 or back page) in the Parade of Homes guide. This full-color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION** – Company will have home featured on the website homepage. Company name and logo will also appear on the interactive 2017 Parade of Homes website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes tabloid in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**PARADE CRAZE** – Banner ad on Parade Craze app, which will be the app used for viewing and touring all homes in the Parade of Homes.

**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company will receive a half page color ad in the Builders Block newsletter in the month of your choice.

**COMPLIMENTARY TICKETS** – The Gold Sponsor will receive two complimentary tickets to the Awards Banquet.  
**PREFERRED SEATING** – The Gold Home Sponsor will be seated at a preferred table at the 2017 Parade of Homes Banquet.

*Banquet identified as the Gold Sponsor Table.*

**AWARDS BANQUET PROGRAM AND PRESENTATION** – Company's logo and name will appear in the 2017 Parade of Homes Awards Banquet program. The Grand Sponsor's name and logo will also be included in the 2017 Parade of Homes Awards Banquet presentation.

**SPONSORSHIP PLAQUE** – Company will receive an appreciation plaque for the Gold Sponsorship at the Awards Banquet.

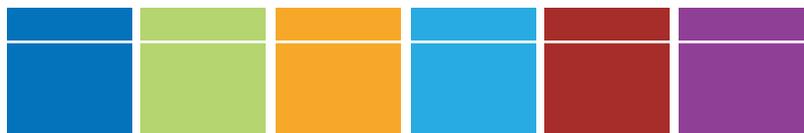
## Silver Sponsor Package \_\_\_\_\_ \$2,000 *(No limit)*

**PRINT PROMOTION** – Company will receive a full page ad in the Florida Weekly Parade of Home publication. This full-color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION** – Company name and logo will also appear on the interactive 2017 Parade of Homes website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes tabloid in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**PARADE CRAZE** – Banner ad on Parade Craze app, which will be the app used for viewing and touring all homes in the Parade of Homes.

**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company name will appear in Builder's Block  
**SPONSORSHIP PLAQUE** – Company will receive recognition at the Awards Banquet.





## Bronze Sponsor Package \_\_\_\_\_ \$1,250 *(No limit)*

**PRINT PROMOTION** – Company will receive a 1/2 page ad in the Florida Weekly Parade of Home publication. This full-color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION** – Company name and logo will also appear on the interactive 2017 Parade of Homes website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes tabloid in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**PARADE CRAZE** – Banner ad on Parade Craze app, which will be the app used for viewing and touring all homes in the Parade of Homes.

**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company name will appear in Builder's Block  
**SPONSORSHIP PLAQUE** – Company will receive recognition at the Awards Banquet.

## Supporter Sponsor Package \_\_\_\_\_ \$750 *(No limit)*

**PRINT PROMOTION** – Company will receive a 1/4 page ad in the Florida Weekly Parade of Home publication. This full-color tabloid will be printed by the Florida Weekly and distributed through their circulation. Approximately 10,000 copies will be distributed that day and 4,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area realtors and local Chambers of Commerce. Ads featuring the Major Sponsor will appear in local magazines and other newspaper advertising.

**MULTI-MEDIA PROMOTION** – Company name and logo will also appear on the interactive 2017 Parade of Homes website and linked to banner advertising. The 2017 Parade of Homes website is kept up for one year after the event. This website will include the entire 2017 Parade of Homes tabloid in an online format. The website will also be linked to [www.cdbia.com](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://www.swflparadeofhomes.com) site as well.

**PARADE CRAZE** – Banner ad on Parade Craze app, which will be the app used for viewing and touring all homes in the Parade of Homes.

**CHARLOTTE-DESOTO BIA BUILDERS BLOCK** – Company name will appear in Builder's Block  
**SPONSORSHIP PLAQUE** – Company will receive recognition at the Awards Banquet.

