



Southwest Florida

P**A****R****A****D****E**
OF HOMES

Sponsorship
Opportunities



WWW.SWFLPARADEOFHOMES.COM

2018 Charlotte-DeSoto Building Industry Association Parade of Homes

Thank you for your interest in the 2018 CDBIA Parade of Homes.

The 2018 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 2018 Parade of Homes scheduled March 3rd-March 11th, 2018.

The 2018 Parade of Homes will be a multi-site parade with models from Punta Gorda to North Port and Port Charlotte to Englewood and Babcock Ranch. We have made a large commitment to advertising and media exposure to give all Builders and Sponsors the best opportunity to market their products.

Remodeler/Owner Occupied Showcase is back again, featuring homes that have been sold or renovated. This event will take place on March 3rd 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. Don't miss out on this once a year event! If you should have questions regarding sponsorship opportunities, please call the CDBIA at 941-625-0804.

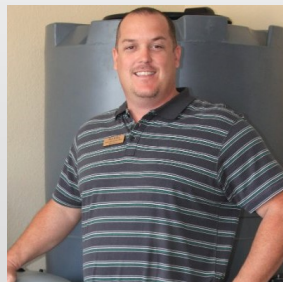
We look forward to "YOUR" participation in the most anticipated Parade of Homes ever!

Sincerely,

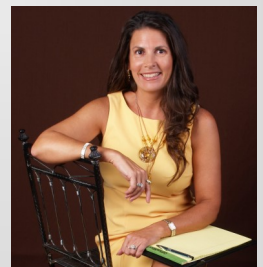
Parade of Homes Committee



Tom Courtright
Charlotte State Bank & Trust
E: tcourtright@csbtfl.com



Rick Kelley
Kinetic Water Systems of SWFL
E: rickkelley@gmail.com



Carlene Zeches
Z's Interior Decorations
E: zinteriors@aol.com

2018 Charlotte-DeSoto Building Industry Association Parade of Homes

Sponsorship Opportunities

Diamond Sponsor Package – \$5,000

(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 will be featured in the center spread of the Parade of Homes guide that will be featured in the Florida Weekly. This full color magazine will be printed by the *Florida Weekly* and distributed through their circulation two times. 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 name and logo will also appear on the interactive 2018 Parade of Homes Website and linked to banner advertising. The 2018 Parade of Homes website is kept up for one year after the event. This website will include the entire 2018 Parade of Homes magazine in an online format. The website will also be linked to www.cdbia.com and the www.swflparadeofhomes.com site as well.

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. Company will have an ad featured on the CDBIA What's up Wednesday.

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 2018 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 2018 Parade of Homes Awards Banquet program. The Grand Sponsor's name and logo will also be included in the 2018 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 e-mail: admin@cdbia.com

Platinum Package – \$3,000

(three available)

PRINT PROMOTION – Company will have a full page ad in preferred location pages 2, 3, 5, 7 or back cover (as available) of the Parade of Homes guide that will be featured in the Florida Weekly. This full-color magazine will be printed by the *Florida Weekly* and distributed through their circulation two times. 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 be featured on the website homepage. Company name and logo will also appear on the interactive 2018 Parade of Homes Website and linked to banner advertising. The 2018 Parade of Homes website is kept up for one year after the event. This website will include the entire 2018 Parade of Homes magazine in an online format. The website will also be linked to www.cdbia.com and the www.swflparadeofhomes.com site as well.

CHARLOTTE-DESOTO BIA BUILDERS BLOCK – Company will receive a full page color ad in the Builders Block newsletter in the month of your choice. Company will can have an ad featured on the CDBIA What's up Wednesday.

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

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 2018 Parade of Homes Banquet identified as the Platinum Home Sponsor Table.

AWARDS BANQUET PROGRAM AND PRESENTATION – Company's logo and name will appear in the 2018 Parade of Homes Awards Banquet program. The Grand Sponsor's name and logo will also be included in the 2018 Parade of Homes Awards Banquet presentation.

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

GOLD SPONSOR - \$2,500

(unlimited)

PRINT PROMOTION – Company' home will be featured in the Parade of Homes guide that will be featured in the Florida Weekly and a full page ad . This full-color magazine will be printed by the *Florida Weekly* and distributed through their circulation two times. 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 2018 Parade of Homes Website and linked to banner advertising. The 2018 Parade of Homes website is kept up for one year after the event. This website will include the entire 2018 Parade of Homes magazine in an online format. The website will also be linked to www.cdbia.com and the 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. Company will can have an ad featured on the CDBIA What's up Wednesday.

COMPLIMENTARY TICKETS- The Gold Sponsor will receive two complimentary tickets to the Diamond Awards Banquet.

PREFERRED SEATING – The Gold Sponsor will be seated at a preferred table at the 20188 Parade of Homes Banquet identified as the Platinum Home Sponsor Table.

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

Silver Sponsor - \$1,500

(unlimited)

PRINT PROMOTION – Company will receive a half page ad in the Florida Weekly Parade of Home publication. This full-color magazine will be printed by the *Florida Weekly* and distributed through their circulation two times. 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 2018 Parade of Homes Website and linked to banner advertising. The 2018 Parade of Homes website is kept up for one year after the event. This website will include the entire 2018 Parade of Homes magazine in an online format. The website will also be linked to www.cdbia.com and the www.swflparadeofhomes.com site as well.

COMPLIMENTARY TICKETS- The Silver Sponsor will receive two complimentary tickets to the Awards Banquet.

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 and the CDBIA weekly online newsletter What's Up Wednesday

SPONSORSHIP PLAQUE – Company will receive recognition at the Awards Banquet.

Bronze Sponsor - \$1,000

(unlimited)

PRINT PROMOTION – Company will receive a 1/4 page ad in the Florida Weekly Parade of Home publication. This full-color magazine will be printed by the *Florida Weekly* and distributed through their circulation two times. 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 2018 Parade of Homes Website and linked to banner advertising. The 2018 Parade of Homes website is kept up for one year after the event. This website will include the entire 2018 Parade of Homes magazine in an online format. The website will also be linked to www.cdbia.com and the www.swflparadeofhomes.com site as well.

COMPLIMENTARY TICKETS- The Bronze Sponsor will receive two complimentary tickets to the Awards Banquet.

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.

In Kind Sponsorship

(no limit)

In-kind sponsorships will be considered. Please email your proposal to admin@cdbia.com and it will be presented to the committee. Thank you.

Charlotte-Desoto BIA – 2018 Parade of Homes

March 3-11, 2018

Parade of Homes Sponsor Form

	Diamond	Platinum	Gold	Silver	Bronze
Company	_____	_____	_____	_____	_____
Select One	_____	_____	_____	_____	_____
Price	\$5000	\$3,000	\$2,500	\$1,500	\$1,000
Print	Center spread	Full page pages 2, 3, 5, 7 or back cover	Full Page	Half Page	Quarter Page
Website	Logo	Logo	Logo	Listed	Listed
Mobile App	✓	✓	✓	✓	✓
Radio/TV	✓	✓	✓		
Ad in CDBIA Newsletter	Full page	Full page	1/2 page		
Flyer at Chamber of Commerce	✓	✓			
Tabletop Display	✓	✓			
Tickets to Diamond Gala Event	4	4	2	2	2
Sponsorship Plaque awarded at event	✓	✓	✓	✓	✓

Name: _____ Company Contact: _____

Billing Address _____

Phone: _____ Fax: _____

Email: _____

We will use this email address to contact the company with all important Parade of Homes dates & events

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Sponsor color logos should be emailed to admin@cdbia.com High resolution JPEG or eps files are required.