

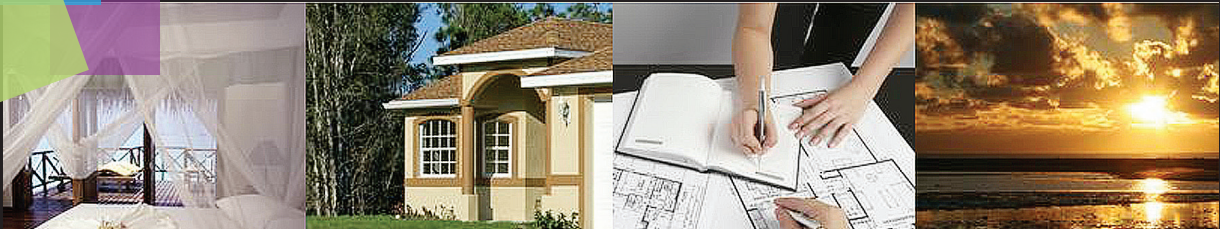


Charlotte-DeSoto BIA

# PARADE OF HOMES

## 2018 Parade of Homes MARCH 3rd - 11th 2018

Featuring homes in Babcock Ranch, Englewood,  
North Port, Port Charlotte, Punta Gorda and  
surrounding areas in Southwest Florida.



Tabloid Advertising Media Kit

Publication Date | *Thursday, March 1st, 2018*

*Sponsored by...*



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

Charlotte-DeSoto BIA  
**2018 PARADE**  
OF HOMES



### **The 2018 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**

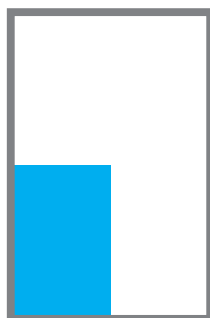
Advertising reservation: Monday, February 5, 2018

Advertising requiring proofs: Monday, February 5, 2018

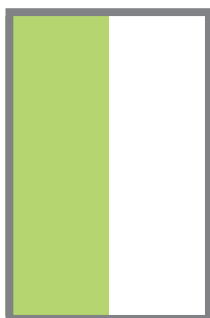
Camera Ready: Friday, February 16, 2018

**Due to the CDBIA Office prior to 5pm or your Florida Weekly Market Executive**

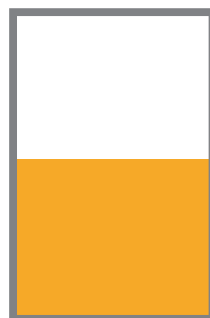
Please email your advertisement in PDF (Preferred), JPG, EPS or TIF format to your Florida Weekly Marketing Executive. All files must be at a resolution of at least 300 dpi. All color ads must be in CMYK format and text must be 100% black.



**1/4 Rectangle**  
**4.93"x7.68"**



**1/2 Vertical**  
**4.93"x15.5"**



**1/2 Horizontal**  
**10"x7.68"**



**Full Page**  
**10"x15.5"**





## ADVERTISING COMMITMENT FORM

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

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

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

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

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

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

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

### — SPONSORSHIP OPPORTUNITIES PRICING BELOW —

please check the box if you are interested in one of the available sponsor packages  
(a full description of packages details are in this kit to follow)

- |   |   |
|---|---|
| <input type="checkbox"/> Diamond Showcase Package .....\$5,000    | <input type="checkbox"/> Silver Sponsor Price* .....\$1,500 |
| <input type="checkbox"/> Platinum Showcase Package** .....\$3,000 | <input type="checkbox"/> Bronze Sponsor Price* .....\$1,000 |
| <input type="checkbox"/> Gold Sponsor Price* .....\$2,500         |   |

\*UNLIMITED PACKAGES AVAILABLE

\*\*ONLY THREE (3) AVAILABLE

### — DISPLAY ADS ONLY PRICING —

As a CDBIA member, here is your chance to reach over 14,000 area residents with your marketing message while supporting the CDBIA.  
(Available exclusively to CDBIA members and Business Friends of our CDBIA)

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

— 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





Southwest Florida

PARADE  
OF HOMES

Sponsorship  
Opportunities



[WWW.SWFLPARADEOFHOMES.COM](http://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.

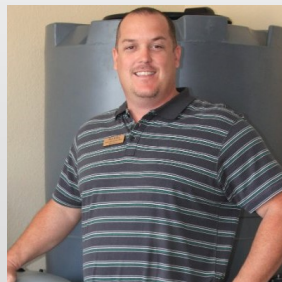
We look forward to "YOUR" participation in the most anticipated Parade of Homes ever!

Sincerely,

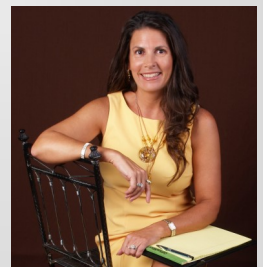
*Parade of Homes Committee*



Tom Courtright  
Charlotte State Bank & Trust  
E: [tcourtright@csbtfl.com](mailto:tcourtright@csbtfl.com)



Rick Kelley  
Kinetic Water Systems of SWFL  
E: [rickkelley@gmail.com](mailto:rickkelley@gmail.com)



Carlene Zeches  
Z's Interior Decorations  
E: [zinteriors@aol.com](mailto: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](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://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](http://www.cdbia.com) e-mail: [admin@cdbia.com](mailto: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](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://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](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. 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](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://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](http://www.cdbia.com) and the [www.swflparadeofhomes.com](http://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](mailto: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
Com- pany	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

f

Sponsor color logos should be emailed to [admin@cdbia.com](mailto:admin@cdbia.com) High resolution JPEG or eps files are required.