

Sponsorship Opportunities

WWW.SWFLPARADEOFHOMES.COM

Southwest Florida
PARADE
OF HOMES



2021

Charlotte-DeSoto Building Industry Association Parade of Homes

Thank you for your interest in the 2021 CDBIA Parade of Homes.

The 2021 Parade of Homes Committee of the Charlotte-DeSoto Building Industry Association is excited to introduce the outstanding sponsorship opportunities available for this year's main event, the 2021 Parade of Homes, scheduled March 6th – March 14th, 2021.

The 2021 Parade of Homes will be a multi-site parade with models from the greater Charlotte County area, including Punta Gorda, Port Charlotte, Englewood, South Gulf Cove, Rotonda West, Babcock Ranch and North Port.

We have made a large commitment to advertising across several media sources and online exposure to provide all builders, sponsors and CDBIA members the best opportunity to market their talents and products. Act now and reserve your space. Sponsorship deadline is January 10th, 2021.

We are proud to announce a partnership with the Sun Coast Media Group, producing a glossy magazine style Parade of Homes Guide that will reach 55,000 readers, in addition to several pre-Parade of Homes advertisements in print and online media. This year we offer an array of opportunities for marketing your company with new sponsorship levels. A Sun Coast Media Group representative will be contacting you in the near future. If you should have any additional questions regarding sponsorship opportunities, please contact the CDBIA office at (941) 625-0804.

Finally, please save the date of March 5, 2021 to attend our Gala Event, the Diamond Awards! This luncheon honors our builders, sponsors and members for their efforts in making the 2021 Parade of Homes a huge success. We look forward to this year's Parade of Homes, and to your participation in making this year's event a reflection of your work, your pride in our community, and your dedication to the building industry we serve. Please contact the CDBIA office for Gala Event tickets (941) 625-0804.

Thank you again for your interest in the 2021 Charlotte-DeSoto Building Industry Association Parade of Homes!

Parade of Homes Committee



Co-Chair
Kevin Graham
Suncoast One Title & Closings



Chair: Odette Embury
Drummond Mortgage



Co-Chair
Richard Lancette
Hessler Floor Coverings

2021 SWFL Parade of Homes Committee:

****Update names******

2021 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 NEW SWFL Parade of Homes glossy guide that will be distributed in Sun Newspapers. This full color magazine will be printed by the *Charlotte Sun* and distributed through their circulation. Approximately 50,000 copies will be distributed that day and 5,000 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.

ADDITIONAL ADVERTISEMENTS- Company will be listed on the Gatefold of the Sun Newspaper. Company will also be featured on YouTube pre-roll advertisements featuring ads for the Parade of Homes.

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 2021 Parade of Homes Website and linked to banner advertising. The 2021 Parade of Homes website is kept up for one year after the event. This website will include the entire 2021 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.

RADIO- Company will be featured as a guest on the CDBIA Building Industry Hour on WCCF 1580AM & 100.7 FM Newstalk Radio

TARGET MARKETING-Diamond sponsor will be included in all specialized marketing using geofencing that will be targeted to the potential home buyers on social media, the internet and YouTube commercials

WEBSITE TOP BILLING – Company will be highlighted as the main event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website and www.yoursun.com website

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 2021 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 2021 Parade of Homes Awards Banquet program. The Grand Sponsor's name and logo will also be included in the 2021 Parade of Homes Awards Banquet presentation.

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

2021 Charlotte-DeSoto Building Industry Association Parade of Homes

Sponsorship Opportunities

Gold Package – \$3,000

(three available)

PRINT PROMOTION – Company will receive a full page ad (choose: back cover, inside cover, or inside back cover depending on availability) of the SWFL Parade of Homes glossy guide that will be distributed in Sun Newspapers. This full color magazine will be printed by the *Charlotte Sun* and distributed through their circulation. Approximately 50,000 copies will be distributed that day and 5,000 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.

ADDITIONAL ADVERTISEMENTS- Company will be listed on the Gatefold of the Sun Newspaper. Company will also be featured on YouTube pre-roll advertisements featuring ads for the Parade of Homes.

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 2021 Parade of Homes Website and linked to banner advertising. The 2021 Parade of Homes website is kept up for one year after the event. This website will include the entire 2021 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.

TARGET MARKETING-Gold sponsor will be included in all specialized marketing using geo-fencing that will be targeted to the potential home buyers on social media, the internet.

WEBSITE ADVERTISEMENT – Company will be highlighted as a GOLD event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website an www.yoursun.com website

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

PREFERRED SEATING – The Gold Sponsor will be seated at a preferred table at the 2021 Parade of Homes Banquet identified as the Gold Sponsor Table.

AWARDS BANQUET PROGRAM AND PRESENTATION – Company's logo and name will appear in the 2021 Parade of Homes Awards Banquet program. The Gold Sponsor's name and logo will also be included in the 2021 Parade of Homes Awards Banquet presentation.

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 of the NEW SWFL Parade of Homes glossy guide that will be distributed in Sun Newspapers. This full color magazine will be printed by the *Charlotte Sun* and distributed through their circulation. Approximately 50,000 copies will be distributed that day and 5,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area Realtors and local Chambers of Commerce.

ADDITIONAL ADVERTISEMENTS- Company will be listed on the Gatefold of the Sun Newspaper on 2/23 & 3/2 . Company will also be featured on YouTube pre-roll advertisements featuring ads for the Parade of Homes.

MULTI-MEDIA PROMOTION- Company name and logo will also appear on the interactive 2021 Parade of Homes Website and linked to banner advertising. The 2021 Parade of Homes website is kept up for one year after the event. This website will include the entire 2021 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.

WEBSITE ADVERTISEMENT – Company will be highlighted as a Silver event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website an www.yoursun.com website

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

AWARDS BANQUET PROGRAM AND PRESENTATION – Company's logo and name will appear in the 2021 Parade of Homes Awards Banquet program. The Silver Sponsor's name and logo will also be included in the 2021 Parade of Homes Awards Banquet presentation.

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

Bronze Sponsor - \$1,000

(unlimited)

PRINT PROMOTION – Company will receive a quarter ad of the SWFL Parade of Homes glossy guide that will be distributed in Sun Newspapers. This full color magazine will be printed by the *Charlotte Sun* and distributed through their circulation. Approximately 50,000 copies will be distributed that day and 5,000 overprints will be distributed in advertised outlets throughout the market area and all Parade models, delivered to area Realtors and local Chambers of Commerce.

MULTI-MEDIA PROMOTION- Company name and logo will also appear on the interactive 2021 Parade of Homes Website and linked to banner advertising. The 2021 Parade of Homes website is kept up for one year after the event. This website will include the entire 2021 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.

WEBSITE ADVERTISEMENT – Company will be highlighted as a Bronze event sponsor for the SWFL Parade of Homes on the www.swflparadeofhomes.com website an www.yoursun.com website

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

AWARDS BANQUET PROGRAM AND PRESENTATION – Company's logo and name will appear in the 2021 Parade of Homes Awards Banquet program. The Bronze Sponsor's name and logo will also be included in the 2021 Parade of Homes Awards Banquet presentation.

SPONSORSHIP PLAQUE – Company will receive an appreciation plaque for the Bronze Sponsorship 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 – 2021 Parade of Homes

Parade of Homes Sponsor Form

| | Diamond | Gold | Silver | Bronze |
|---------------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Select One | _____ | _____ | _____ | _____ |
| Price | \$5,000 | \$3,000 | \$1,500 | \$1,000 |
| Print | Center spread | Full page | Half Page | Quarter Page |
| YourSun.com & Parade of Homes Website | Logo | Logo | Listed | Listed |
| Featured on Sun Newspaper POH Gateway | Logo | Logo | Listed | Listed |
| Included in commercials on YouTube | ✓ | | | |
| Guest Spot on Radio | ✓ | | | |
| Ads in Suncoast Homes | ✓ | ✓ | ✓ | ✓ |
| Targeted commercials on the internet | 20,000 online impressions | 20,000 online impressions | 10,000 online impressions | 10,000 online impressions |
| Tickets to Diamond Gala Event | 4 | 4 | 2 | 2 |
| Sponsorship Plaque awarded at event | ✓ | ✓ | ✓ | ✓ |

Company 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

Deadline for sponsorship ads is January 10th, 2021.

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