



Sponsorship Opportunities

Parade of Homes | June 12-15, 2025

All sponsors enjoy a **reserved VIP table** and are encouraged to showcase their business at the **Mandatory Builder Meeting** on **May 7 at 5:30 PM**.

EXCLUSIVE PRESENTING SPONSOR | \$7,000 (Only 1 Available!)

Be the face of the Parade! As our premier sponsor, you'll receive top-tier branding, media exposure, and exclusive promotional opportunities:

- ✓ **Featured Guest Spot** on the **Building Better Podcast** (\$500 value) – reach engaged industry professionals!
- ✓ **Prime Logo Placement** on all **Parade tickets** and the **Parade of Homes website**
- ✓ **Standout Visibility** in all **TV, radio, and print promotions**
- ✓ **Front-and-Center Recognition** in **live & recorded media interviews**
- ✓ **Exclusive Cover Feature** – Your logo will be prominently displayed on the **tour guide cover**
- ✓ **Premium Back Cover Ad** in the tour guide (\$2,000 value)
- ✓ **High-Impact On-Site Presence** – Your logo on all Parade promo materials at participating homes
- ✓ **40 VIP Parade of Homes tickets** for clients & team members
- ✓ **Vendor Booth** at the **Mandatory Builder Meeting**
- ✓ **Exclusive Recognition** in the sponsor "Thank You" ad





EXCLUSIVE SUPPORTING SPONSOR | \$4,000

Stand Out as a Leading Advocate for the Industry!

- ✓ **Your Logo on Admission Tickets** – The first thing every attendee sees!
- ✓ **Premium Placement** on the **HBA & Parade of Homes websites**
- ✓ **Full-Page Ad** in the **official tour guide** (\$1,650 value)
- ✓ **Prominent Recognition** in **TV, radio & print promotions**
- ✓ **Shout-Outs in Live & Recorded Media Interviews**
- ✓ **Brand Exposure** on all **HBANWMI Parade of Homes email blasts**
- ✓ **30 VIP Parade of Homes tickets** for clients & guests
- ✓ **Vendor Booth** at the **Mandatory Builder Meeting**
- ✓ **Your Logo on All Parade Promo Materials** at participating homes
- ✓ **Logo Featured in the Sponsor "Thank You" Ad**

CORPORATE SPONSOR | \$2,500 | 3 Available

Boost Your Brand with Exclusive Parade Exposure!

- ✓ **Your Logo on the HBA & Parade of Homes websites**
- ✓ **Your Logo Featured on Parade Tickets**
- ✓ **Spotlight Placement** in **select TV & print promotions**
- ✓ **Half-Page Ad** in the **tour guide** (\$850 value)
- ✓ **Inclusion in All Parade Email Blasts**
- ✓ **Vendor Booth** at the **Mandatory Builder Meeting**
- ✓ **20 VIP Parade of Homes tickets**

BUILDER MEETING SPONSOR | \$1,500 | Sold Manthei Supply

Own the Stage at the Builder Meeting – Connect with Industry Leaders!

- ✓ **Host the Mandatory Builder Meeting**
- ✓ **Up to 15-Minute Presentation** to a captive audience of builders & industry pros
- ✓ **Logo Placement** on the **HBA & Parade of Homes websites**
- ✓ **Quarter-Page Ad** in the **tour guide** (\$550 value)
- ✓ **Inclusion in Select Print Promotions**
- ✓ **10 VIP Parade of Homes tickets**





EXCLUSIVE AUTO DEALER SPONSOR | \$2,000

Drive Awareness for Your Dealership in a Unique & Engaging Way!

- ✓ Logo on the HBA & Parade of Homes websites & select print materials
- ✓ Company Name mentioned in all live & recorded media interviews
- ✓ Showcase Your Vehicle at Select Homes OR Loan a Vehicle for Parade Judge Transportation
- ✓ Half-Page Ad in the **tour guide** (\$850 value)

EXCLUSIVE RESTAURANT SPONSOR | \$2,000

Get Hungry Homebuyers Through Your Doors!

- ✓ **Coupon & Logo Placement** on Parade of Homes Tickets – drive traffic to your restaurant!
- ✓ **Half-Page Promo** in the **tour guide** (\$850 value)
- ✓ **Restaurant Name** mentioned in all live & recorded media interviews
- ✓ **Brand Exposure** on the HBA & Parade of Homes websites
- ✓ **Inclusion in Select Print & TV Promotions**

CONTACT Brayton Farr to lock in your spot!

brayton@hbagta.com | 231-715-1260





2025 Advertising Options

NEW THIS YEAR!

Are you a vendor or supplier for one of the 2025 Parade Builders?

Elevate your brand and showcase your exceptional craftsmanship and products through our exclusive digital and on-site marketing opportunities. Don't miss the chance to stand out and gain visibility with a targeted audience.

- ✓ **Digital tags linking to your website**, seamlessly embedded in the 3D Matterport virtual home tours. | **\$300**
- ✓ **On-site "scan-to-enter" QR code signage strategically displayed alongside your product or service** in the designated home. Promotional messaging will be featured in the Tour Guide and App, encouraging attendees to engage and locate your sign. A detailed report of scanned entries will be provided at the conclusion of the Parade. | **\$400**
- ✓ **Dedicated Parade of Homes website**: www.nwmiparadeofhomes.com, your web ad placement will be seen for 12-months.
 - **Top & Bottom Banner Placement** | **\$1,500 each** | **\$2,250 for both**
 - **Pop-up ad upon site visit** | **\$1,500** | 2 Available



Tour Guide Stats

- ✓ 1,200 magazines distributed
- ✓ Electronic Version of the magazine featured on the HBA & Parade of Homes websites indefinitely

Parade Tour Magazine Options	Size	Price
Center Insert (4-sided)	6"h x 4"w	\$2,500
Back Cover Outside	11"h x 8.5"w	Platinum Sponsor
Back Cover Inside	11"h x 8.5"w	\$2,000
Front Cover Inside	11"h x 8.5"w	\$2,000
Full-Page	10"h x 7.5"w	\$1,650
Half-Page	4.75"h x 7.5"w	\$850
Quarter-Page	4.75"h x 3.5"w	\$550



Ad-Copy File Criteria:
 PDF or JPEG Ready to Print
 300 DPI Minimum Resolution





App Analytics

- ✓ 10,519 screen views
- ✓ 9:13 Average Session Duration

Top & Bottom Banner Ads

Exclusive hyperlinked ad, visible at the top/bottom of the screen throughout the app.

Middle Banner Ad

Hyperlinked ad visible when in the 'Home Listings' and 'Products & Services' section of the app. Runs every 3 listings.

Home Display Ad

Hyperlinked display ad on the 'Home Screen' of the app.

Splash Ad

Hyperlinked full-screen ad, visible every time the app is launched before any content is viewed.

Parade App Content Posted for One Full Year.

*Additional details available upon request.

Mobile App Options	Price
Top Banner Ads - 1 Available	\$300
Bottom Banner Ads - 1 Available	\$300
Middle Banner Ads - unlimited	\$250
Home Display Ads - 6 Available	\$400
Splash Ad - 2 Available	\$550



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