

RICHMOND Homearama®



PRESENTED BY HOME BUILDING ASSOCIATION OF RICHMOND

HBAR 2012 HOMEARAMA EVENT SPONSORSHIP LEVELS

SHOW INFORMATION

HOMEARAMA®

at Summer Lake, Chesterfield, Virginia

Open to the Public

April 21 – May 6, 2012

Wednesdays - Sundays — 12 pm - 8 pm

Preview Party — April 19, 2012 — 5:30 - 8:30 pm

PRESENTING SPONSOR \$10,000

- Opportunity to set up display and have representation at Preview Party and during the home show at clubhouse
- Recognition on site signage and in television, cable, newspaper and internet advertising, as well as 12 About Town, news interviews, television station ID's and media websites – may be over \$100,000 in media coverage.
- Presenting Sponsor Banner
- 10 Tickets to Preview Party
- 30 Complimentary tickets to show

GENERAL SPONSORS \$5,000

- Opportunity to set up display and have representation at Preview Party and during the entire show at clubhouse
- Recognition on site signage, print materials, and internet advertising
- 5 Tickets to the Preview Party
- 15 Complimentary tickets to the show

AUTO DEALER SPONSOR \$5,000 (and \$10,000 in-kind)

- Opportunity to park new cars in the driveways of each showcase home during Preview Party and entire show
- Opportunity to have representation at the Preview Party and the clubhouse
- Recognition on internet advertising
- 5 Tickets to the Preview Party
- 15 Complimentary tickets to the show
- Opportunity to promote HOMEARAMA and Sponsorship on their advertising venues

WELCOME CENTER SPONSOR \$5,000

- Opportunity to host the welcome booth at the clubhouse
- Opportunity to provide carry bags with your logo for visitors to show
- 5 tickets to the Preview Party
- 15 general admission tickets

PREVIEW PARTY SPONSORS \$2,000

- Opportunity to set up display and have representation at Preview Party
- Recognition on Preview Party event flyer, tickets and signage
- 6 tickets to the Preview Party
- 6 general admission tickets

EVENT SPONSORS \$2,500

- Opportunity to set up display and have representation during special event
- 10 Complimentary general admission tickets
- Recognition on internet advertising and at show
- Opportunity to promote HOMEARAMA and their event on their advertising venues
- Website advertising
- Print advertising

HOME IDEA CENTER

See exhibit layout and agreement for details and contact information.

QUESTIONS?

Contact Justin Calliott (804) 301-4054
or justin@atyourbeckandcall.com

