

2026



HOMEARAMA®

THE ESTATES AT BOTHE FARMS

HOMEARAMA® is the Home Builders Association of Greater Cincinnati's single-site new home showcase. The Cincinnati home show is nationally acclaimed and one of the most successful and longest running single site new home shows in the country! HOMEARAMA® is the perfect venue to showcase your company to thousands of people.

As you budget your marketing dollars for the coming year, we encourage you to take advantage of a HOMEARAMA® sponsorship.

HOMEARAMA® 2026 will be held at **The Estates at Bothe Farms** in Hamilton Township, just 5 miles from downtown Loveland.. The 2026 show will feature seven (7) fully decorated and landscaped homes in a variety of architectural styles. Builders include Brookstone Homes, Inc.; Eagle Custom Homes, Inc.; John Hill Construction; K Homes, LLC; Old World Custom Homes; Sterling Homes; and, Wieland Builders, LLC. Show homes at **The Estates at Bothe Farms** will be priced from \$1.8M to 3M plus. **The 2026 show will be held from August 29 – September 13.**

With tens of thousands of dollars in advertising and public relations, HOMEARAMA® offers excellent exposure for your company. The HBA is anticipating 20,000 – 25,000+ visitors to the 2026 show.

Below are just some of the sponsorships that are available. ***We will help you create a sponsorship that benefits your company!***

HOMEARAMA® SPONSORSHIP LEVELS

DIAMOND/PRESENTING SPONSOR - \$15,550 - \$20,550 (depending on benefits selected and the number of Diamond/Presenting Sponsors)

Exclusive Sponsorship (Maximum of 2-3 Diamond/Presenting sponsors)

- TV inclusion
- Radio inclusion
- Print inclusion
- Billboard inclusion
- Logo on cover of show guide produced by Housetrends Magazine distributed to each family that attends HOMEARAMA®
- Logo inclusion in one publication (full page ad) with Calendar of Events for HOMEARAMA®
- Full page, full color ad in the HOMEARAMA® show guide produced by Housetrends Magazine
- 1- 10' x 10' booth in the HomeZone/Exhibit Tent(s) OR 1 – Full page, full color ad in the HOMEARAMA® show guide produced by Housetrends Magazine
- Product placement in HOMEARAMA® homes or garages
- Ability to distribute material at HOMEARAMA® or have it distributed with purchase of ticket(s)
- 50 VIP tickets
- 12 Preview Party Tickets
- 2 Parking Passes in Permit parking lot

- Flag with company logo to be displayed at entrance to show or on concession lot
- Mat with company logo to be displayed at entrance to show
- Barricade with company logo to be displayed at entrance to show
- Logo on large WELCOME TO HOMEARAMA® sign at entrance to show
- Ad on HOMEARAMA® Facebook page
- Ad on HOMEARAMA® website cincyhomearama.com
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

PLATINUM SPONSOR - \$10,550

- Logo inclusion in one publication (full page ad) with Calendar of Events for HOMEARAMA®
- 1-10' x 10' booth in HomeZone/Exhibit Tent(s) OR ½ page full color ad in show guide produced by Housetrends Magazine
- Ability to distribute material at HOMEARAMA® or have it distributed with purchase of ticket(s)
- 30 VIP tickets
- 6 Preview Party Tickets
- 2 Parking Passes in Permit parking lot
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

GOLD SPONSOR - \$5,550

- ½ page full color ad in show guide produced by Housetrends Magazine
- 20 VIP tickets
- 4 Preview Party Tickets
- 1 Parking Pass in Permit parking lot
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

SILVER SPONSOR - \$3,250

- ¼ page full color ad in show guide produced by Housetrends Magazine
- 10 VIP tickets
- 2 Preview Party Tickets
- Logo on Cincinnati HOMEARAMA® App

- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

BRONZE SPONSOR - \$2,250

- ¼ page full color ad in show guide produced by **Housetrends Magazine**
- 5 VIP tickets
- 1 Preview Party Tickets
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

COPPER SPONSOR - \$575

- 4 VIP tickets
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

Special HOUSETRENDS MAGAZINE Show Guide Sponsor

HALF PAGE AD IN SHOW GUIDE W/BELOW BENEFITS INCLUDED - \$2,345

FULL PAGE AD IN SHOW GUIDE W/BELOW BENEFITS INCLUDED - \$3,345

- 2 VIP tickets
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

COMMUNITY BUSINESS SPONSOR - \$1,550

- Insert or give-away included in HOMEARAMA® bags
- 5 VIP tickets
- 1 Preview Party Ticket
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show

- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

ENTERTAINMENT SPONSOR - \$2,500

- ¼ page full color ad in show guide produced by **Housetrends Magazine**
- 5 VIP tickets
- 2 Preview Party Tickets
- Logo on sign located next to Band Tent listing all band sponsors/Entertainment Sponsor that will remain for the entire show
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

BAND SPONSOR - \$400

- 2 VIP tickets
- Logo on sign located next to Band Tent listing all band sponsors that will remain for the entire show
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large Sponsor Sign at entrance to the show
- Logo in show guide produced by **Housetrends Magazine** listing you as a HOMEARAMA® sponsor (distributed to each family who attends HOMEARAMA®)
- Logo on HOMEARAMA® website cincyhomearama.com with hyperlink to your company's website
- Logo on HOMEARAMA® Social Media
- Logo in HBA's Cerkl publication/newsletter listing you as a HOMEARAMA® sponsor

ADDITIONAL SPONSORSHIPS

Preview Party Sponsor – Connect with members at this first-class event. Inclusion in Party materials. Your company logo printed on Preview Party tickets. **\$3,500** *(depending on benefits selected)*

Awards Sponsor – Sponsor the **awards** that are given to the show builders at the HOMEARAMA® Awards Luncheon. Your company logo printed on the awards as the sponsor. **\$2,550** *(depending on the benefits selected)*

Awards Luncheon Sponsor – Sponsor the **Awards Luncheon event**, your company name on signage at entrance and on tables, 2 tickets to the awards luncheon, podium time. **\$2,550** *(depending on the benefits selected)*

Auto Sponsor – Park your cars in the driveways for thousands of people to see. **\$5,550 – \$7,550** *(depending on benefits selected)*

Motorcycle Sponsor – Park your motorcycle in a show home garage for thousands of people to see. **\$2,550**

Boat Sponsor – Park your boat(s) on the show street for the entire show or for one weekend for thousands of people to see. **\$2,550 – \$5,550** *(depending on benefits selected)*

Outdoor Exhibitor – Play equipment, pickleball court, landscaping, spas/hot tubs, playhouses, tiny houses, etc. **\$1,550 – \$5,550** (*depending on benefits selected*)

Ticket Sponsor – Your company ad or coupon on the back of HOMEARAMA® VIP tickets and Two-Day tickets. Your company logo printed on the front of VIP tickets and Two-Day tickets. **\$5,550**

Show Bag Sponsor – Your company logo or ad on bags (12" x 15" or larger) handed out, one per family, at the gate with the show guide. **Bags are supplied by sponsor.** Ability to hand out insert or give-away in show bags. Quantity ranges from 8,000 – 15,000. **\$2,550**

T-Shirt Sponsor – Your company logo or ad on the HOMEARAMA® Staff T-Shirts, approximately 25 workers will wear the Staff T-Shirts each day of the show. **\$1,550**

Site Development Sponsor – The company doing the site work for the developer can be a Site Development Sponsor of HOMEARAMA®. Receive logo recognition, signage, be a part of the Preview Party, etc. **\$2,550 – \$5,550** (*depending on benefits selected*)

HomeZone/Exhibit Tent(s) Sponsor – Receive the exclusive naming rights for the HomeZone/Exhibit Tent(s) including a banner with your company logo on each end of the tent(s) and receive 1-10' x 10' exhibit booth with your sponsorship. The HomeZone/Exhibit Tent(s) features the latest and greatest home products. **\$3,550 - \$5,550** (*depending on benefits selected*)

Event/Band Tent Sponsor – Receive the exclusive naming rights for the 20' x 20' Event/Band Tent including a banner on each end of the tent with your company logo. The Event/Band Tent features bands and special events during the show. **\$1,550**

Seminar/Event or Company "Day at HOMEARAMA" Sponsor – On-site exhibit and seminar presentation opportunities or Company "Day at HOMEARAMA®". **\$1,550 - \$3,550** (*depending on benefits selected*)

Realtor Day Sponsor – Sponsor this premier cocktail reception for approximately 550 – 650 Realtors. Recognition in all promotions and printed materials. **\$5,550 - \$7,550** (*depending on benefits selected*)

Golf Cart Sponsor – Sponsor Golf Carts to assist show attendees from the parking lot to the show entrance and back to the parking lot. **\$550 per cart**

People's Choice/Kiosk Sponsor – Sponsor the People's Choice survey/drawing at HOMEARAMA®. Your logo will be included on the large sign explaining the People's Choice voting inside the People's Choice tent, on the four tablet screens and on the four kiosks. There will also be a huge banner on each end of the tent with your logo listed as the People's Choice sponsor. **\$3,500**

Restroom Trailer and Portable Restroom Sponsor – Banner with your logo/ad on the Restroom Trailer(s) and on a sign on the Portable Restrooms at HOMEARAMA®. **\$1,550**

Parking Lot Sponsor – Get your logo on signage in the parking lot(s) and help us create fun names for each section so show attendees can remember which row or aisle they parked in. We can create a fun experience for you and for the show attendees that will help them remember where they parked their car. **\$2,550**

HOMEARAMA® TRADE PARTNERSHIPS – Trade your company's service for a partnership at HOMEARAMA® (*i.e. plumbing, electric, golf carts, light towers, tents, printing, flowers, advertising, security, music, storage units, radios/communications, etc.*). Contact Karen Pfeiffer for additional details.

Today . . . while it is fresh on your mind . . . contact Karen Pfeiffer at the HBA office (513) 673-6675 or kpfeiffer@cincybuilders.com to discuss a sponsorship opportunity for your company.