



HOMEARAMA® SPONSORSHIP LEVELS

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 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® features beautiful homes that are fully decorated and landscaped. 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 plus visitors to this year's show.

Below are just some of the sponsorships that are available.

We will help you create a sponsorship that benefits your company!

DIAMOND/PRESENTING SPONSOR

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

\$15,500 - 20,500 *(depending on benefits)*

- 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 on Cincinnati HOMEARAMA® App
- Logo/Print inclusion in one Cincinnati Enquirer ad with Calendar of Events for HOMEARAMA®
- 1- 10' x 10' booth in the HomeZone tent 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 the entrance to the show
- Logo on Large Sponsor Sign
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Diamond/Presenting sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Ad on HOMEARAMA® website cincyhomearama.com
- Ad on HOMEARAMA® Facebook page
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Diamond/Presenting sponsor

PLATINUM SPONSOR

\$10,500

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

GOLD SPONSOR

\$5,500

- ½ page full color show guide ad produced by Housetrends Magazine
- Logo on Cincinnati HOMEARAMA® App
- 20 VIP tickets
- 4 Preview Party Tickets
- 1 Parking Pass in Permit parking lot
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Gold sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Gold sponsor

SILVER SPONSOR

\$3,000

- ¼ page color show guide ad produced by Housetrends Magazine
- Logo on Cincinnati HOMEARAMA® App
- 10 VIP tickets
- 2 Preview Party Tickets
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Silver sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl Newsline publication listing you as a HOMEARAMA® Silver sponsor

BRONZE SPONSOR

\$2,000

- ¼ page color show guide ad produced by Housetrends Magazine
- Logo on Cincinnati HOMEARAMA® App
- 5 VIP tickets
- 1 Preview Party Tickets
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Bronze sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Bronze sponsor

COPPER SPONSOR

\$550

- 2 VIP tickets
- Logo on Cincinnati HOMEARAMA® App
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Copper sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Copper sponsor

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 WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine on sponsorship page that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearam.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a sponsor
- Social Media sponsor post on HOMEARAMA® Facebook page

COMMUNITY BUSINESS SPONSOR

\$1,550

- Insert or give-away included in HOMEARAMA® bags
- 5 VIP tickets
- 1 Preview Party Ticket
- Logo on Large WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo on Cincinnati HOMEARAMA® App
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Community Business sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Community Business sponsor

BAND SPONSOR

\$300

- 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 WELCOME TO HOMEARAMA® sign at the entrance to the show
- Logo in show guide produced by Housetrends Magazine listing you as a HOMEARAMA® Copper sponsor that will be distributed to each family who attends HOMEARAMA®
- Logo on HOMEARAMA® website with hyperlink to your company's website cincyhomearama.com
- Logo on HOMEARAMA® Facebook page
- Logo in HBA's Cerkl publication listing you as a HOMEARAMA® Band sponsor

ADDITIONAL SPONSORSHIPS

Preview Party Sponsor: \$3,500 - \$5,000 *(depending on benefits)*

Connect with members at this first-class event. Inclusion in Party materials. Your company logo printed on Preview Party tickets.

Auto Sponsor: \$5,500 - \$7,500 *(depending on benefits)*

Park your cars in the driveways for thousands of people to see.

Motorcycle Sponsor: \$2,500

Park your motorcycle in a show home garage for thousands of people to see.

Boat Sponsor: \$2,500 - \$5,500 *(depending on benefits)*

Park your boat(s) on the show street for the entire show or for one weekend for thousands of people to see.

Outdoor Exhibitor: \$1,500 - \$5,500 *(depending on benefits)*

Play equipment, pickleball court, landscaping, spas/hot tubs, playhouses, tiny houses, etc.

Ticket Sponsor: \$5,500

Your company ad or coupon on the back of HOMEARAMA® VIP tickets and Two-Day tickets and handed out at the entrance to every HOMEARAMA® attendee. Your company logo printed on the front of all VIP tickets and Two-Day tickets.

Show Bag Sponsor: \$2,500

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.

T-Shirt Sponsor: \$1,500

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.

Site Developer Sponsor: \$2,500 - \$5,000 (depending on benefits)

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.

HomeZone Tent Sponsor: \$3,500 - \$5,500 (depending on benefits)

Receive the exclusive naming rights for the HomeZone tent and receive 1-10' x 10' exhibit booth with your sponsorship. The HomeZone tent features the latest and greatest home products.

Events Tent Sponsor: \$1,750

Receive the exclusive naming rights for the 20' x 20' Events Tent. The Events Tent features bands and special events during the show.

Day/Evening Event Sponsor: \$1,750 - \$2,750 (depending on benefits)

On-site exhibit and seminar presentation opportunities to engage consumers. Or, use the day or evening sponsorship for a private "party" for your clients.

Realtor Day Sponsor: \$5,500 - \$7,550 (depending on benefits)

Sponsor this premier event/lunch for Realtors. Recognition in all promotions and printed materials.

Golf Cart Sponsor: \$550/per cart

Sponsor Golf Carts to assist show attendees from the parking lot to the show entrance and back to the parking lot.

People's Choice Sponsor: \$1,550

Sponsor the People's Choice survey/drawing at HOMEARAMA®. Your logo will be included on the large sign explaining the survey/drawing and on the eight iPad screens on the kiosks.

Restroom Trailer & Portable Restroom Sponsor: \$1,550

Get a banner with your logo/ad on the Restroom Trailer(s) and on a sign on the Portable Restrooms at HOMEARAMA®. It may sound like a crazy idea, but your logo and message will be remembered by everyone who visits the restrooms/show.

Parking Lot Sponsor: \$2,500

Get your logo on a sign on each lane of the parking lot and help us create fun names for each row so show attendees can remember which row they parked in. We can create a fun experience for you and for the show attendees that will help attendees find their car.

TRADE SPONSORSHIPS

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.

All HOMEARAMA® Sponsorships can be customized to meet your company's specific needs.

Contact Karen Pfeiffer at the HBA office (513) 673-6675 or kpfeiffer@cincybuilders.com



HOMEARAMA® is produced by the Home Builders Association of Greater Cincinnati

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Visit CincyHomearama.com for HOMEARAMA® information