



PARADE OF HOMES SPONSORSHIPS

JUN 5-7

PRESENTING SPONSOR | **MILLS** FOUNDATIONS

- Company name/logo prominent in event title
- Company logo/name will appear in internal and external marketing materials including:
 - Print and email event promotions
 - Social Media, HBA Website, Television and digital Advertising
- Company name/logo on signage in Parade homes. Options to include literature.
- Hyperlink to company website from the Parade website, HBA website and digital marketing
- Header ad with hyperlink in event mobile app.

MOBILE APP SPONSOR | **METRO** APPLIANCES & MORE

- Company logo on “splash page” each time the Parade of Homes mobile app is opened
- Company name/logo in a prominent position on marketing specific to mobile app/ticket sales
- Presence on all Parade of Homes ticket sales signage, table tents in member business locations and at check-in locations at all homes
- Hyperlink to company website from the Parade website, HBA website and digital marketing

SCAVENGER HUNT SPONSOR | **WilgusIQ**

- Company name/logo on all scavenger hunt promotions
- Opportunity to draw scavenger hunt winner and contact winner
- Banner ad with hyperlink in event mobile app
- **SPONSOR WILL PROVIDE gift valued at \$500**

AWARD SPONSOR | **HARRY COOPER** SUPPLY

- Company name/logo prominent on all award signage
- Company name/ logo included on awards presented to winning builders
- Company name/logo on signage in Parade homes. Options to include literature.
- Banner ad with hyperlink in mobile app
- Hyperlink to company website from the Parade website, HBA website and digital marketing
- Sponsor highlighted at builder award ceremony
- Sponsor provided with opportunity to address builders to kick off the award ceremony.

BUILDER BINDER SPONSOR | **\$1,000**

- Opportunity to include up to 2 pages of information or a trifold in all builder binders for each home seen by participating builders and volunteers
- Banner ad with hyperlink in event mobile app
- Hyperlink to company website from the Parade website, HBA website and digital marketing
- Opportunity to address participating builders at pre-event Builder Meeting.
- Minimum of one dedicated social media shoutout.

(Sponsorships continued on Page 2)

Presented by



Interested in sponsorship?

Contact Chelsey Taylor, *Member Relations Specialist*
Email: chelsey@hbaspringfield.com | **Phone:** 417.881.3711

GREETING PARTNER | \$1,000
(1 PER HOME ENTRY)

- Presence in assigned open house Parade homes with signage - Must provide staff during hours of Parade at assigned home to greet attendees
- Interact with attendees by scanning tickets and greeting them as they enter home

BUILDER CONTRIBUTOR | \$500
(UNLIMITED, BUILDERS ONLY)

- Company listed on Builder Contributor recognition board
- Social media spotlight post: "Why I Build"
- Digital badge for website/social media

FRIEND OF THE INDUSTRY | \$300
(UNLIMITED)

- Company name/logo on print and digital media
- Optional presence in one selected parade home with literature
- Banner ad with hyperlink in event mobile app

HOSPITALITY SPONSOR | \$300

- The HBA will purchase snacks for sponsored snack baskets that will be provided to volunteers at each home. The baskets will include the sponsor's logo, and the sponsor may also provide "swag".
- Sponsor will receive dedicated social media post

BEST ROUTE SPONSOR | \$150
(PRINTED ADDRESS LIST WITH ROUTE ORDER)

- Sponsor logo on all printed "best route" route flyers
- Sponsor logo on event webpage

IN-KIND MEDIA AND MARKETING



SPONSORSHIP DEADLINE: MAY 8

ABOUT THE HBA PARADE OF HOMES

The Parade of Homes is returning in 2026, and we're thrilled to invite you to take part in the very best in home design, innovation, and craftsmanship! This highly anticipated event showcases the creativity and skill of the region's most talented builders and designers.



EVENT DETAILS

Date: Friday - Sunday, June 5-7, 2026

Time: 10:00AM - 5:00PM

Location: Various homes throughout the region

Download the Parade of Homes Mobile App brought to you by



App Store



Google Play