



# PARADE OF HOMES SPONSORSHIPS

# JUN 5-7

## PRESENTING/TITLE SPONSOR | \$7,500

- 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 | \$5,000

- 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 | \$1,500

- 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**

## 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

## 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

## 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.

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

**Time:** 10:00AM - 5:00PM

**Location:** Various homes throughout the region

### Interested in sponsorship?

Contact Chelsey Taylor, *Member Relations Specialist*  
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