

Parade of Homes

September
5-7 & 12-14

Northern
Colorado



HOME BUILDERS ASSOCIATION OF NORTHERN COLORADO

Sponsoring the NoCo Parade of Homes puts your brand in front of thousands of consumers, all eager to explore Northern Colorado's finest new homes and latest design trends. This event showcases the exceptional work of builders, designers, and suppliers, offering you prime visibility among prospective homeowners and design enthusiasts, while aligning your brand with the best in Northern Colorado living.

Title Sponsor (limit one) \$10,000 - As a premier sponsor, your brand will receive presentation rights and be prominently featured across all marketing channels for the Parade of Homes, including social media platforms, geographically and behaviorally targeted advertisements, email campaigns, and yard signs. You'll enjoy prominent brand placement on the official nocoparadeofhomes.com website and app, along with a dedicated page to showcase your brand's offerings and values. Additionally, you'll receive a table of 8 at the Parade of Homes Awards Gala, with the unique opportunity to address the audience during the event.

People's Choice (limit one) \$5,000 - As a key sponsor, your brand will be highlighted across all People's Choice Award marketing initiatives, ensuring widespread visibility and recognition. You'll take center stage by presenting the People's Choice Award Winner, further elevating your brand's prominence. Additionally, you'll have the opportunity to present a \$1,000 giveaway to Parade attendees, creating a memorable moment tied to your sponsorship. Enjoy exclusive seating for a table of 8 at the Parade of Homes Awards Gala.

Patron Sponsor (limit 4) \$2,500 - As a Patron Sponsor, you'll enjoy exclusive logo placement on all Parade yard signs, maximizing your exposure throughout the event. You'll enjoy prominent brand placement on the official nocoparadeofhomes.com website and app and receive 2 tickets to the Parade of Homes Awards Gala.



Smart Home Award Sponsor (limit one) \$1,500 - As the Smart Home Package sponsor, you will have the exclusive opportunity to join the judging panel, where you can help define the judging criteria for the Smart Home Award and provide your expert vote in selecting the winner. Additionally, you will have the chance to brand the award category with your company name and present the prestigious Smart Home Award at the Parade of Homes Awards Gala. Includes 2 tickets to the Parade of Homes Awards Gala.

Advertisement Partner (limit ten) \$750 – As an advertisement partner, you'll gain high visibility with a featured banner ad on our Parade of Homes app, designed to drive traffic directly to your business's website and reach a targeted and engaged audience year-round until the next year. Additionally, you'll enjoy premium logo placement on our official website, further enhancing your brand's visibility and engagement with potential customers throughout the year.

Judging Day Transportation Sponsor (limit one) \$750 - As a Transportation Sponsor, your logo will be prominently displayed on all judging event materials. Additionally, your brand will gain mobile visibility, as your logo is showcased on the judging vehicles circulating throughout Northern Colorado. You will also receive special mentions and recognition at the judging event.

Judging Day Lunch Sponsors \$500 - As a Lunch Sponsor your logo will be prominently displayed on all judging event materials, aligning your brand with the event's core activities. Additionally, you'll receive special mentions and recognition at the judging event.



Golden Key Awards

The Golden Key Awards Gala is a night to celebrate and award the best of the Parade of Homes.

Golden Key Presenting Sponsor (limit one) \$2,500 -

As a Presenting Sponsor for the Awards Gala, your logo will have prominent inclusion on event invitations and marketing materials, ensuring extensive visibility for your brand. You will have the honor of presenting the Golden Key Awards at the Parade of Homes Awards Gala, positioning your brand at the forefront of excellence. Additionally, you'll receive two tickets to the Parade of Homes Awards, providing access to a prestigious event and networking opportunities.



Supporting Sponsor (limit ten) \$500 -

As a Supporting Sponsor, your logo will have prominent inclusion on event invitations and marketing materials for the Parade of Homes Awards Gala. You'll also receive special recognition during the event, highlighting your brand's support and contribution to the evening's success. This sponsorship includes one ticket to the awards gala.

Table Sponsor \$800 -

As a Table Sponsor, your logo will be prominently displayed at your table, ensuring continuous visibility throughout the event. You'll also enjoy exclusive seating with a reserved table for eight guests, providing a great opportunity for networking and engagement.

Thank you gift sponsor \$250 -

As a Thank You Gift sponsor, you'll have the opportunity to send a personalized thank you to a builder of your choice, expressing appreciation for their participation in the Parade of Homes.

Photo booth sponsor (limit two) \$500 -

Your logo will be featured on all photo booth prints, giving attendees a lasting keepsake and your brand ongoing visibility.





970-686-2798

www.nocohba.com

By securing an event sponsorship, sponsors agree to pay the full sponsorship fee prior to the event date. All sponsorship fees are non-refundable, and sponsorship opportunities are generally available on a first-come, first-served basis. Sponsors must also be current on their accounts; any outstanding balances from previous sponsorships may result in forfeiture of their sponsorship opportunity.