



A HOME BUILDERS ASSOCIATION OF DAYTON PRODUCTION



HOMEARAMA

TOURING EDITION

Something for every lifestyle



VECTREN

July 21 - August 6, 2017. Sites are scattered throughout the Miami Valley Region.



www.DaytonHomearama.com

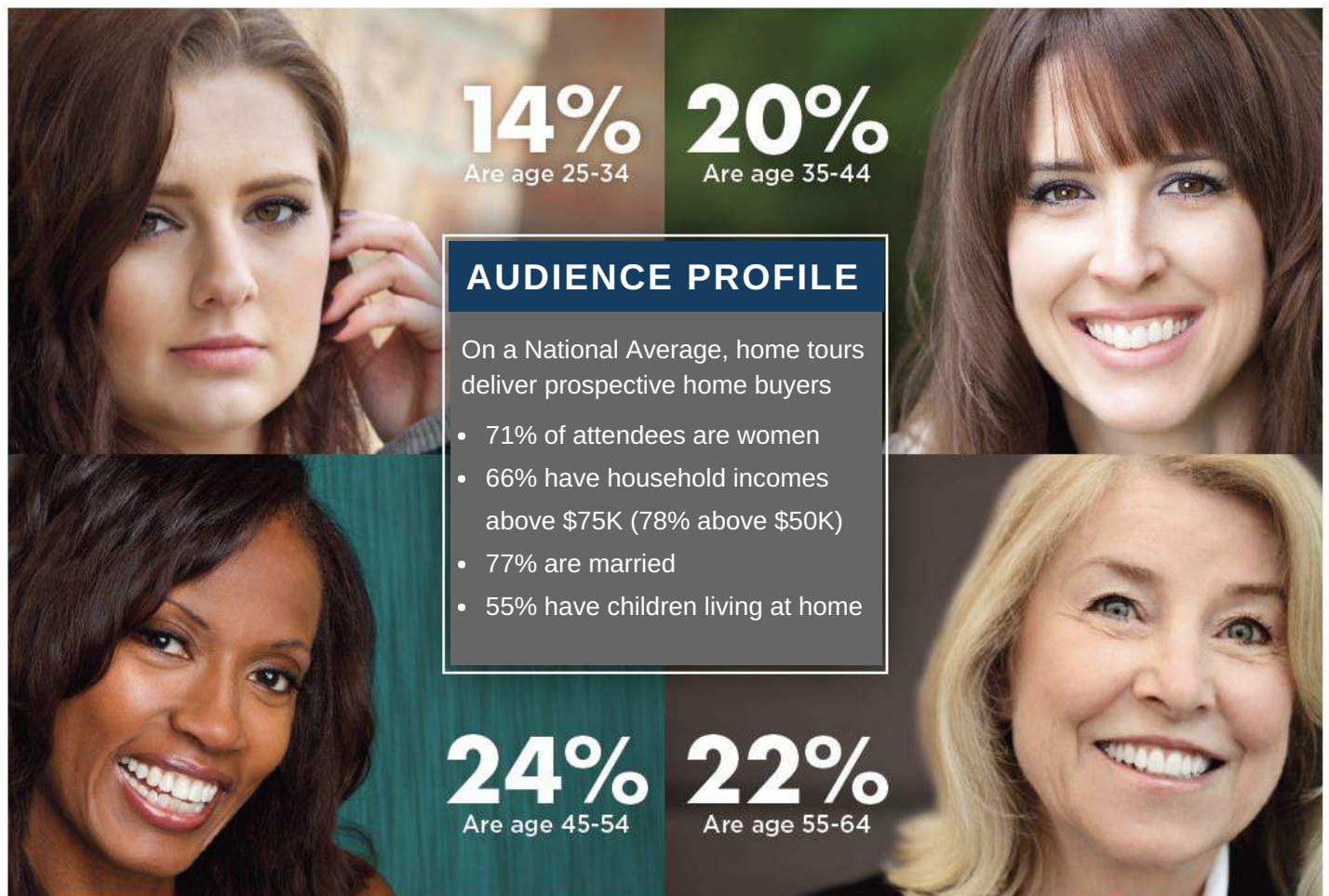
UNIQUE OPPORTUNITY

The Homearama Touring Edition's scattered site format represents a unique opportunity to builders of new homes, real estate agents listing new homes, remodelers with unoccupied full-home remodels and community developers. No other promotional opportunity available in the Dayton market has the ability to deliver thousands of potential home buyers, right to your doorstep like Homearama can.

Over the years participating homes have enjoyed thousands of site visitors. This year will be no different with the unique scattered tour.

HOMEARAMA DELIVERS:

- Strong ROI with an extremely low cost per lead
- An opportunity to associate your brand with the strength and respect of a Home Builders Association of Dayton event
- Ability to leverage third-party endorsed media coverage
- A strong call to action driving qualified traffic to participating homes
- Exposure of participants' home product to a large segment of the buying market



ADVERTISING

To thoroughly maximize your exposure to the Homearama Touring Edition's audience, we recommend event advertising.

Advertising allows you to brand and extend your message to the Homearama audience through multiple touch-points including; mobile app, online and in the Homearama Guidebook.



- Thousands of visits comprised of a highly desirable demographic profile.
- The multi-location format provides an increased opportunity to connect with residents of specific geographic areas in Metro Dayton.
- The mobility of Homearama visitors creates a unique opportunity to promote interaction with sponsors while going from home-to-home.
- The two (2) week event provides sponsors an event marketing opportunity with the "legs" to create an impact on both attendees and the marketplace.
- Homearama is supported by a strong media marketing campaign consisting of online marketing, print advertising, e-marketing and promotional campaigns.
- A strong media campaign including television, print and online. More exposure for 2017 based on the expanded home and community participation and growth of the event.



WHY ADVERTISE

Why Advertise in Homearama?

The Homearama Touring Edition offers the general public a first-hand look at the current trends and greatest innovations in new home design. This event showcases the latest design trends in affordable living to luxury dream homes complete with every amenity imaginable. With eight (8) homes participating in the 2017 Homearama and homes located from Troy to Franklin and West Milton to Xenia, plus all points in between, and price points ranging from \$129,000 to more than \$1,000,000, communities throughout Dayton will enjoy an increase of consumers from July 21 - August 6. Savvy businesses will see this traffic as an opportunity to drive profit by partnering with the Home Builders Association of Dayton and advertising during Homearama.

Consumers are doing their homework and researching online before venturing out. To serve your customers, you need to make sure that they can find you easily. To assist, the Home Builders Association of Dayton has created a dedicated website for Homearama (DaytonHomearama.com) and a mobile app - free to the public - that advertisers and suppliers can be a part of. In addition, attendees of Homearama will receive an official publication, the Homearama Guidebook, with information about the home show and its sponsors.

The website, mobile app and Homearama Guidebook are not only able to advertise your brand, they can help promote specials or deals for Homearama ticket purchasers as well as link the digital assets to your business website.

EVERYONE DOWNLOADS THE APP FOR FREE

(Here is your opportunity to get in front of your target market)



Restaurant & Entertainment Information.

Map out restaurants and other points of interest based on proximity to what houses you will be visiting.



Home & Builder Information.

Get info on each home, builder and subcontractor. Easily contact the builder at the press of a button.



Map & Navigation Information.

Plan your route by choosing the homes you want to visit and let your phone's GPS take you there.



Track Homes Visited.

Know which homes you already visited and which ones you need to still visit.



Reviews & Feedback.

Visitors can rate and review the homes they visit. Builders have access to view comments they receive.



Notes & Diary.

Visitors can take photos, add notes, tag and save them to help remember their favorite moments and inspirations.



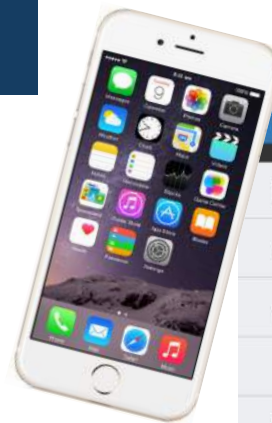
Unlimited Photos.

Multiple photos of each home... including floor plans.



Professional Directory.

All organization's building professionals in an easy-to-search section of the app.



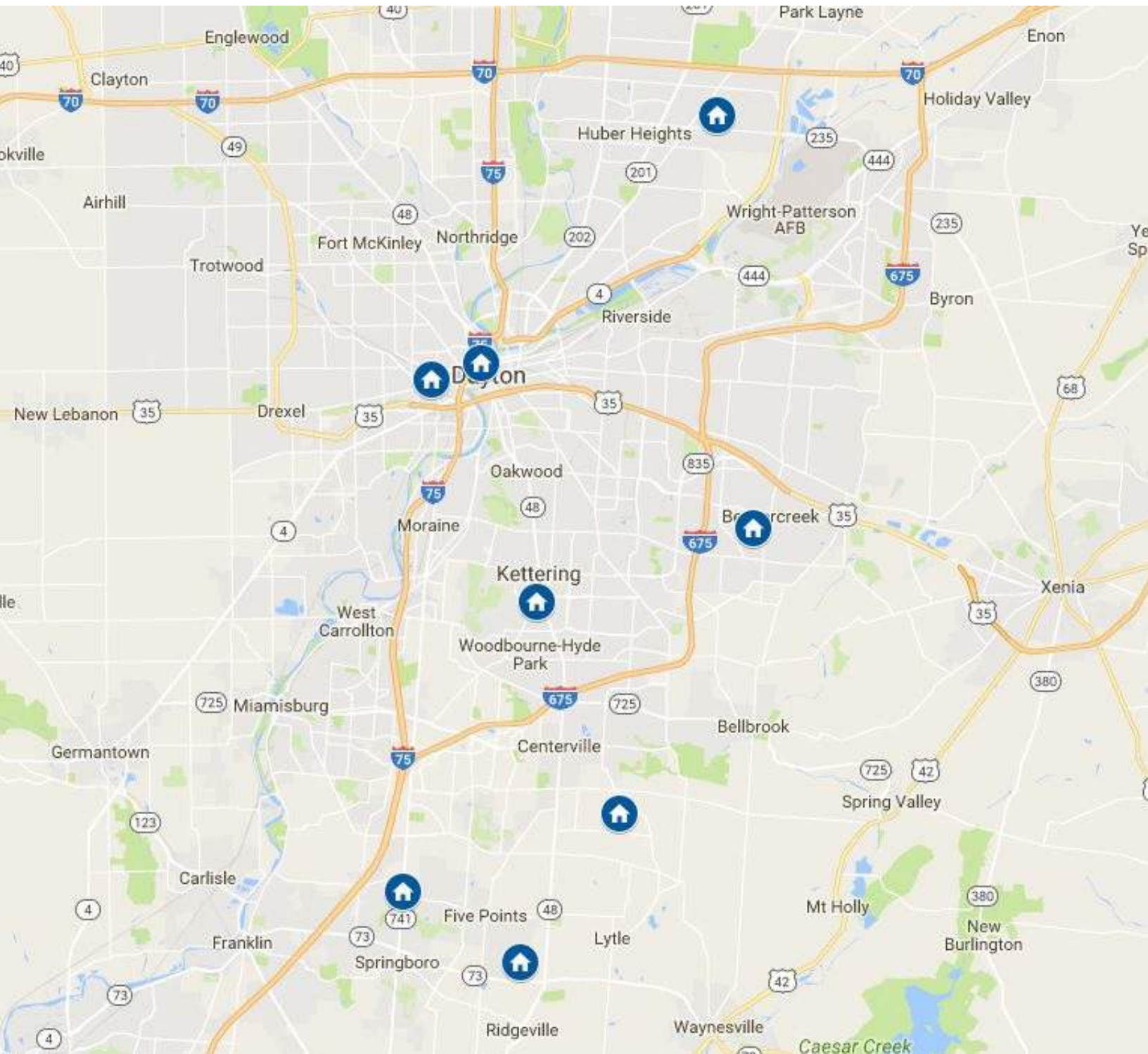


HOMEARAMA

TOURING EDITION

Something for every lifestyle

GENERAL LOCATIONS





ADVERTISING PACKAGES

COMPANY INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____

Office Phone _____ Mobile Phone _____

Email Address _____

TERMS & CONDITIONS

The undersigned hereby authorizes the Home Builders Association of Dayton to publish advertising on the 2017 Homearama Touring Edition website (**DaytonHomearama.com**) and mobile app according to the terms and conditions set forth within this agreement.

ADVERTISING

Guidebook Ad Placement: (for more information refer to mechanical specs on page 7)

- ☐ **1/8 Page Ad** (Block Ad, 3.5" X 2.0") \$ 250.00
- ☐ **1/4 Page Ad** (3.625" X 5.0") \$ 675.00
- ☐ **1/2 Page Horizontal Ad** (7.5" X 4.875") \$ 995.00
- ☐ **1/2 Page Vertical Ad** (3.625" X 10.0") \$ 995.00
- ☐ **Full Page Ad** (8.5" X 11.0") \$ 1,500.00
- ☐ **Two Page Spread** (17.0" X 11.0") \$ 2,900.00
- ☐ **Inside Cover Full Page Ad** (8.5" X 11.0") \$ 1,800.00
- ☐ **Inside Back Cover Full Page Ad** (8.5" X 11.0") \$ 1,800.00

** Ad placement rates are based on print-ready artwork.

Ad Creation/Layout: (Please provide; text, high resolution logo & images)

- ☐ **1/8 - 1/4 Page Ad** \$ 100.00
- ☐ **1/2 Page Ad** \$ 150.00
- ☐ **Full Page Ad** \$ 200.00

Website: (for more information refer to mechanical specs on page 7)

- ☐ **Banner Ad** (1280 pixels X 125 pixels) \$ 150.00

Mobile App: (for more information refer to mechanical specs on page 7)

- ☐ **Mobile Ad** (text only - 740 pixels X 75 pixels) \$ 50.00
- ☐ **Mobile Ad Coupon** (design included) (1123 pixels X 730 pixels) \$ 100.00

Website & Mobile App: (suggested for greater exposure)

- ☐ **Banner Ad & Mobile Ad** (text only) \$ 175.00
- ☐ **Banner Ad & Mobile Coupon** \$ 200.00

FINAL COST

Guidebook Ad \$ _____

Digital Ad \$ _____

Ad Creation/Layout \$ _____

TOTAL \$ _____

Print Name _____

Title _____

Date _____

Authorized Signature _____



HOMEARAMA

TOURING EDITION

Something for every lifestyle

ADVERTISING PACKAGES

SPECIFICATIONS

Supported File Types:

We accept InDesign, Photoshop and Illustrator documents as well as high resolution PDF and JPG (for digital only) files. Be certain to include any linked images and embed or outline any fonts used. All artwork should be in CMYK color mode and be at least 300 dpl at 100%. We cannot accept Freehand, Corel Draw, Microsoft Publisher or Adobe Pagemaker files. the advertiser is responsible for the quality for the ad submitted. If you need design or production assistance, please contact the HBA office.

Submitting Ad Files:

Files can be submitted on CD or DVD to the HBA of Dayton or emailed as a high resolution file to info@hbadayton.com.

**FINAL ARTWORK DUE:
June 16, 2017**

**** Final garage locations to be determined by the HBA of Dayton**

PAYMENT INFORMATION

Amount Due \$ _____

Method of Payment (circle one): Check (enclosed) Credit Card

Account Holder Name _____

Account Number _____ Exp. Date _____ Security Code _____

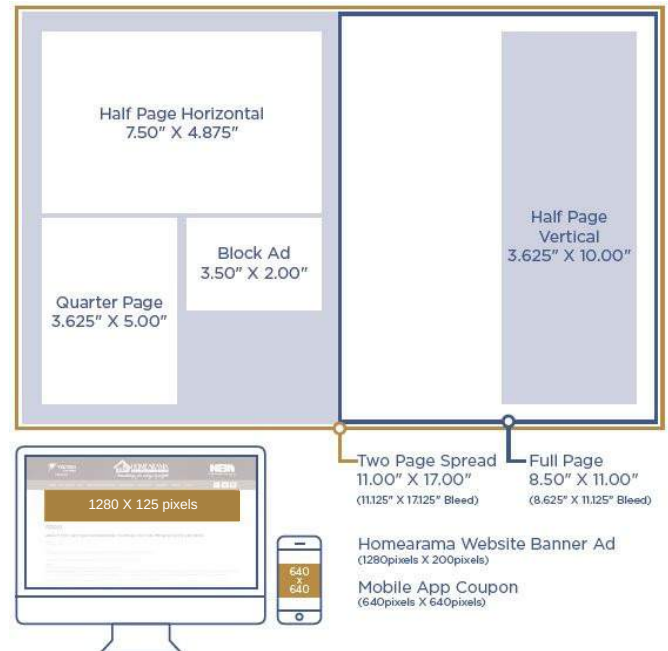
Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____

MECHANICAL SPECIFICATIONS



22 East Fifth Street, Suite 200, Dayton, Ohio 45402
937.298.2900



HOMARAMA

TOURING EDITION

Something for every lifestyle

SPONSORSHIP PACKAGES

EXCLUSIVE PRESENTING SPONSOR (QUANTITY: 1)

SOLD - VECTREN

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Company name/logo to accompany the Homearama Touring Edition event logo
- Site presence at top (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Strategic banner locations at selected homes (sponsor provided banners)
- Media (Print, Event Ticket, Guidebook, Advertising, Signage, Broadcast, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad on back cover of guidebook
- Display areas within each home of choice
- Homearama tickets
- VIP People's Choice Awards tickets and reserved table
- People's Choice Awards reception participation
- Top company name/logo listing on People's Choice Awards signage
- Company name/logo listing on People's Choice Awards trophies
- Verbal recognition at People's Choice Awards

EXCLUSIVE MEDIA PARTNERS (QUANTITY: 1)

PENDING

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Strategic signage display/banner locations at selected homes (sponsor provided display/banner)
- Media (Print, Event Ticket, Guidebook, Advertising, Signage, Broadcast, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad in guidebook
- Display areas within each home of choice
- Homearama tickets
- VIP People's Choice Awards tickets and reserved table
- People's Choice Awards reception participation
- Company name/logo listing on People's Choice Awards signage
- Verbal recognition at People's Choice Awards

EXCLUSIVE PERSONAL BANKING SPONSOR (QUANTITY: 1)

\$7,500

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Table space within garage of three (3) selected homes (6-foot table to be provided by sponsor)
- Strategic free standing signage location at selected homes (sponsor provides signage)
- Media (Guidebook, Advertising, Signage, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad in guidebook
- Display areas within each home of choice (sponsor provides signage)
- 30 Homearama tickets
- 6 People's Choice Awards tickets
- People's Choice Awards reception participation
- Company name/logo listing on People's Choice Awards signage
- Verbal recognition at People's Choice Awards



SPONSORSHIP PACKAGES

EXCLUSIVE WEALTH MANAGEMENT PARTNER SPONSOR (QUANTITY: 1)

\$7,500

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Table space within garage of three (3) selected homes (6-foot table to be provided by sponsor)
- Strategic free standing signage location at selected homes (sponsor provides signage)
- Media (Guidebook, Advertising, Signage, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad in guidebook
- Display areas within each home of choice (sponsor provides signage)
- 30 Homearama tickets
- 6 People's Choice Awards tickets
- People's Choice Awards reception participation
- Company name/logo listing on People's Choice Awards signage
- Verbal recognition at People's Choice Awards

EXCLUSIVE MORTGAGE LENDER PARTNER SPONSOR (QUANTITY: 1)

\$7,500

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Table space within garage of three (3) selected homes (6-foot table to be provided by sponsor)
- Strategic free standing signage location at selected homes (sponsor provides signage)
- Media (Guidebook, Advertising, Signage, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad in guidebook
- Display areas within each home of choice (sponsor provides signage)
- 30 Homearama tickets
- 6 People's Choice Awards tickets
- People's Choice Awards reception participation
- Company name/logo listing on People's Choice Awards signage
- Verbal recognition at People's Choice Awards

EXCLUSIVE DEALERSHIP SPONSOR (QUANTITY: 1)

\$5,000

Primary Sponsor Level

Participation will receive recognition on all of the following opportunities:

- Site presence use of driveway at each show home to park up to two (2) automobiles
- Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])
- Media (Guidebook, Advertising, Signage, Website link)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

- Color, full page ad in guidebook
- Display areas within each home of choice (sponsor provides signage)
- 20 Homearama tickets
- 4 People's Choice Awards tickets
- People's Choice Awards reception participation
- Company name/logo listing on People's Choice Awards signage
- Verbal recognition at People's Choice Awards



HOMEARAMA

TOURING EDITION

Something for every lifestyle

SPONSORSHIP PACKAGES

MILITARY PACKAGE SPONSOR

\$3,500

Event Sponsor Level

Participation will receive recognition on all of the following opportunities:

Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])

Media (Guidebook, Advertising, Broadcast, Signage, Website link)

Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

Color, half page ad in guidebook

200 Homearama tickets to give away to military families

2 People's Choice Awards tickets

People's Choice Awards reception participation

Verbal recognition at People's Choice Awards

HOMEARAMA GUIDEBOOK INSERT

\$3,000

Event Exposure:

Color, 4" X 6" (or mutually agreed upon size) insert in guidebook (artwork provided to the HBA of Dayton)

Table space within garage of three (3) selected homes (6-foot table to be provided by sponsor)

Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

30 Homearama tickets

HOMEARAMA SUPPORTER PACKAGE SPONSOR

\$2,000

Event Sponsor Level

Participation will receive recognition on all of the following opportunities:

Site presence (company name/logo listing on Homearama entry signage [available at each Homearama Home])

Media (Guidebook, Advertising, Signage, Website link)

Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])

Event Exposure:

Color, half page ad in guidebook

10 Homearama tickets

2 People's Choice Awards tickets

CUSTOM PACKAGE SPONSOR

NEGOTIABLE

If you do not see a Sponsor Package that meets your needs, please contact Matt Gorka at 937.298.2900 ext. 1 or mgorka@hbadayton.com to customize a package

PAYMENT INFORMATION

Amount Due \$ _____ Method of Payment (circle one): ☐ Check (enclosed) ☐ Credit Card

Account Holder Name _____

Account Number _____ Exp. Date _____ Security Code _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____