



HBA

HOME BUILDERS ASSOCIATION
of Dayton

A HOME BUILDERS ASSOCIATION OF DAYTON PRODUCTION



HOMEARAMA
TOURING EDITION

Something for every lifestyle

JULY 27 - AUGUST 12, 2018

CONTENTS

Opportunity	3
Advertising Advantages	4
Advertising Platforms	5
Advertising Specifications	6
Advertising Form	7
Sponsorship Advantages	8
Sponsorship Packages	9-10
Sponsorship Overview	11
Partnership Packages	12-15
Partnership Overview	16
Sponsorship Form	17



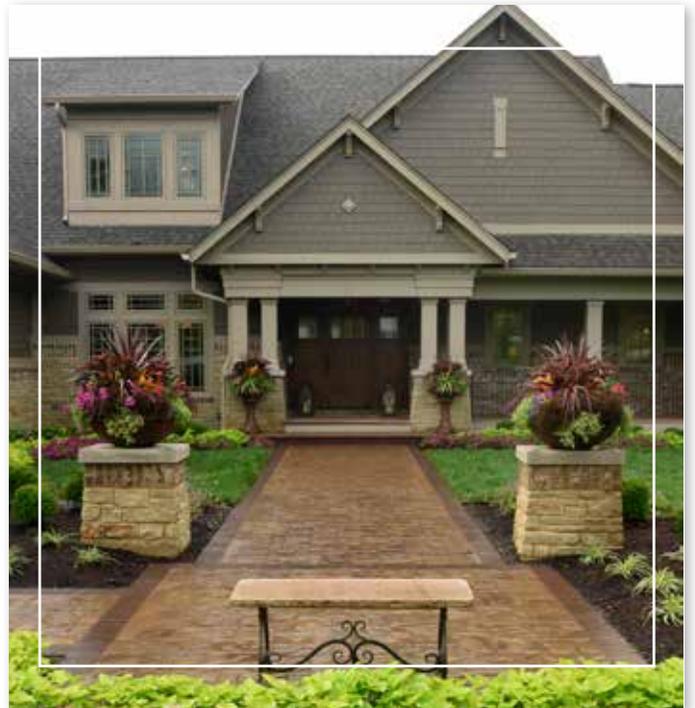
OPPORTUNITY

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



14%



20%



24%



22%



AGE
25-34

AGE
35-44

AGE
45-54

AGE
55-64

Audience profile:

- 71% of attendees are women
- 66% have household incomes above \$75K (78% above \$50K)
- 77% are married
- 55% have children living at home



www.DaytonHomearama.com | 937.298.2900 | Info@HBADayton.com

ADVERTISING ADVANTAGES

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 from affordable living to luxury dream homes complete with every amenity imaginable.

With seven homes located from Beavercreek to Springboro - and all points in between - participating in the 2018 Homearama, the Dayton Region will enjoy an increase of consumers from July 27 - August 12. Savvy businesses will see this influx of traffic as an opportunity to drive profit by partnering with the Home Builders Association of Dayton and advertising during Homearama.



ADVERTISING PLATFORMS

The Home Builders Association of Dayton has created a dedicated website for Homearama, **DaytonHomearama.com**. 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. In addition, *each attendee of Homearama will receive an official publication*, the Homearama Guidebook, with information about the home show and its sponsors.



2017 Homearama
Guidebook

Mobile App: Benefits for advertisers and visitors

Advertisers and suppliers can take advantage of the free-to-public mobile app.



Purchase Tickets & E-Tickets.

Consumers are easily able to purchase tickets right through the app, and have their ticket scanned at each location.

Restaurant & Entertainment Information.

Map out restaurants and other points of interest based on proximity to what houses users plan to visit.

Home & Builder Information.

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

Map & Navigation Information.

Users can plan the route by choosing interested homes and let their phone's GPS guide them there.

Track Homes Visited.

Easily know which homes that have been visited, and which ones that still need to be visited.

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.



ADVERTISING SPECS

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 dpi 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.

Printed Material (in full color)

The diagram shows a 17" x 11" (2 page spread) with bleeds: 17.125" x 11.125". The total price for the spread is \$2,900. The ad sizes and prices are as follows:

Ad Size	Dimensions	Price
Half Page Horizontal	7.50" x 4.875"	\$995
Quarter Page	3.625" x 5.00"	\$690
Ad Block	3.5" x 2.0"	\$275
Full Page	8.50" x 11.00" (with bleeds: 8.625" x 11.125")	\$1,500
Half Page Vertical	3.625" x 10.00"	\$995

Digital Material

Web Banner
1200 x 200 Pixels
\$150

Mobile Ad (design included)
1200 x 200 Pixels
\$150

Combine and Save!

Web Banner Ad + Mobile Ad **\$250**

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 IS DUE: JUNE 30, 2018!!**



FINAL ARTWORK IS DUE NO LATER THAN JUNE 30, 2018!!

Guidebook Ad Placement

<input type="checkbox"/> 1/8 Page Ad (Block Ad, 3.5" x 2.0").....	\$275
<input type="checkbox"/> 1/4 Page Ad (3.625" x 5.0").....	\$690
<input type="checkbox"/> 1/2 Page Horizontal Ad (7.5" x 4.875").....	\$995
<input type="checkbox"/> 1/2 Page Vertical Ad (3.625" x 10.0").....	\$995
<input type="checkbox"/> Full Page Ad (8.5" x 11.0").....	\$1,500
<input type="checkbox"/> Two Page Spread (17.0" x 11.0").....	\$2,900
<input type="checkbox"/> Inside Cover Full Page Ad (8.5" x 11.0").....	\$1,900
<input type="checkbox"/> Inside Back Cover Full Page Ad (8.5" x 11.0").....	\$1,900

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

Ad Creation / Layout

<input type="checkbox"/> 1/8 - 1/4 Page Ad.....	\$100
<input type="checkbox"/> 1/2 Page Ad.....	\$150
<input type="checkbox"/> Full Page Ad.....	\$200

*** Please provide: Text, High Resolution Logo & Images*

Website

<input type="checkbox"/> Banner (1200 pixels x 200 pixels).....	\$150
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Mobile App

<input type="checkbox"/> Mobile Ad (1200 pixels x 200 pixels).....	\$150
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Website & Mobile App

<input type="checkbox"/> Banner Ad & Mobile Ad (text only).....	\$250
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Payment Information

Method of Payment Credit Card Check (Payable to HBA of Dayton | 22 E. Fifth St., Ste. 200, Dayton OH 45402)

Account Holder Name _____ Amount Due _____

Credit Card Number _____ Exp. Date _____ CV code _____

Company Name _____

Street Address _____

City _____ State _____ Zip _____

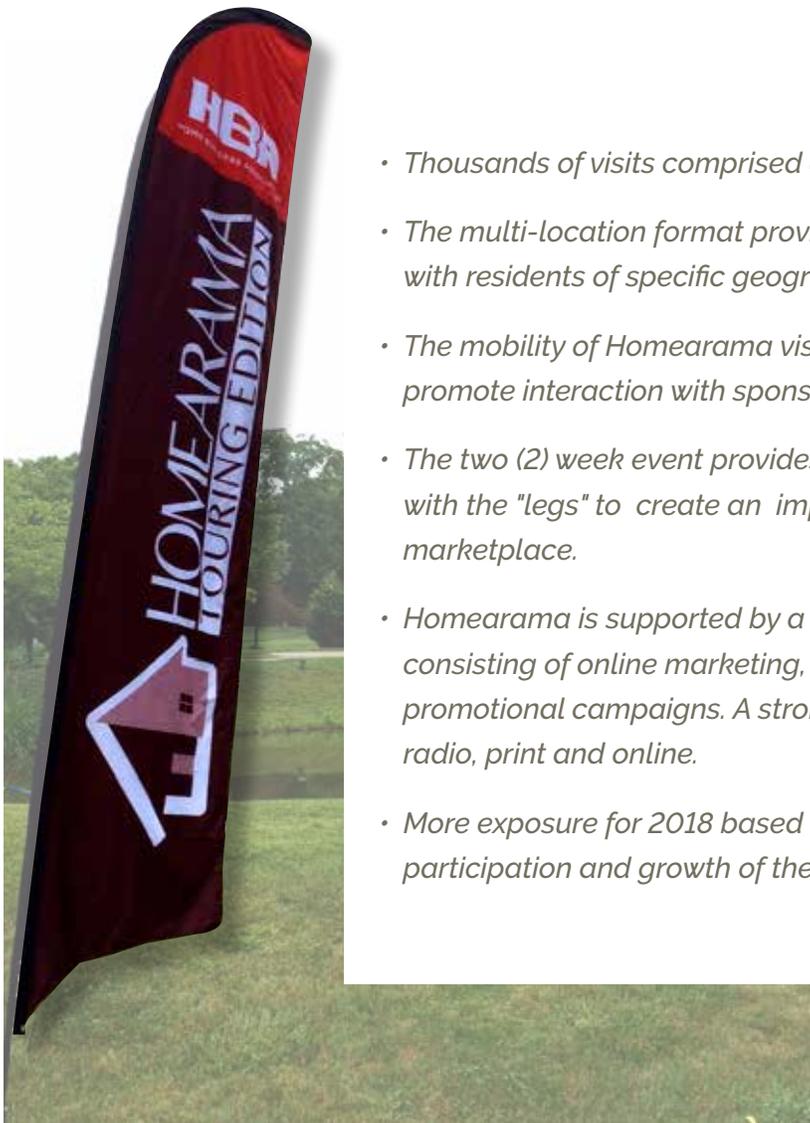
Phone _____ Email _____

Signature _____ Date _____

SPONSORSHIP ADVANTAGES

To thoroughly maximize your exposure to the Homearama Touring Edition's audience, we recommend sponsoring!

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, radio, print and online.*
- *More exposure for 2018 based on the expanded home and community participation and growth of the event.*



SPONSORSHIP PACKAGES

Diamond (Presenting) Sponsor (Qty 1)

- 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 (TV, Radio, Print, Guidebook, Advertising, Event Tickets, Signage, Website link)
- Social Media (company recognition for sponsorship on social media platforms, 10 postings minimum)
- 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

Platinum Sponsor (Qty 1)

- 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, 7 postings minimum)
- 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



SPONSORSHIP PACKAGES

Gold Sponsor (Qty 2) _____ **\$7,500**

- 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 or display 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)
- 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

Bronze Sponsor (Qty 1) _____ **\$3,500**

- Color, 4" X 6" (or mutually agreed upon size) insert in guidebook (artwork provided to the HBA of Dayton)
- Table space within garage of two (2) selected homes (6-foot table or display to be provided by sponsor)
- Social Media (company recognition for sponsorship on social media platforms [2 postings minimum])
- 30 Homearama tickets

Copper Sponsor _____ **\$2,000**

- 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)
- 2 People's Choice Awards tickets
- Color, half page ad in guidebook
- 10 Homearama tickets

Custom Package Sponsor _____ **NEGOTIABLE**

If you do not see a Sponsor Package that meets your needs, please contact Kathleen Unger at 937.298.2900 ext. 2 or kunger@hbadayton.com to customize a package.



SPONSORSHIP PACKAGES	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Bronze</i>	<i>Copper</i>
			\$7,500	\$3,500	\$2,000
Company Name/logo to accompany the Homearama Touring Edition Event Logo	✓	X	X	X	X
Site Presence	✓	✓	✓	X	✓
Strategic banner locations at selected homes (sponsor provided banners)	✓	✓	X	X	X
Strategic free-standing signage (sponsor provides signage)	X	X	✓	X	X
Media (TV, Radio, Print, Guidebook, Advertising, Signage, Website link, Event Ticket)	✓	✓	X	X	X
Media (Guidebook, Advertising, Signage, Website link)	✓	✓	✓	X	✓
Social Media Posts (Minimum)	10	7	2	2	2
Color Ad in Guidebook	Full Page	Full Page	Full Page	4" x 6"	Full Page
Display areas within each home of choice	✓	✓	✓	X	X
Homearama tickets	✓	✓	30	30	10
VIP People's Choice Awards reserved table	✓	✓	X	X	X
People's Choice Awards Tickets	✓	✓	6	X	2
People's Choice Awards Reception Participation	✓	✓	✓	X	X
Company name/logo listing on People's Choice Awards signage	✓ Top Spot	✓	✓	X	X
Company name/logo listing on People's Choice Awards trophies	✓	X	X	X	X
Verbal recognition at People's Choice Awards	✓	✓	✓	X	X
Table space within garage of 3 selected homes (6-foot table to be provided by sponsor)	X	X	✓	✓	X

Please see Sponsorship Package Pages for more complete details on these opportunities.



PARTNERSHIP OPPORTUNITIES

Exclusive Mortgage Lender Partner (Qty 1) _____ **\$7,500**

- 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])
- 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 Personal Banking Partner (Qty 1) _____ **\$7,500**

- 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])
- 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



PARTNERSHIP OPPORTUNITIES

Exclusive Wealth Management Partner (Qty 1) _____ **\$7,500**

- 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])
- 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

Automobile Partner (Qty 1) _____ **\$5,000**

- 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)
- 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



PARTNERSHIP OPPORTUNITIES

-  **Preview Party Partner** (Qty 2) _____ **\$5,000**
- Opportunity to host the Preview Party at a Homearama home for HBA members and friends of the industry
 - Logo to appear on event materials related to Preview Party Partnership
 - Recognition in all promotions and printed materials related to Preview Party
 - 10 Homearama tickets
 - 10 Homearama Preview Party tickets
 - 2 Homearama People's Choice Awards tickets
 - Option to provide a swag bag and items for the bag giveaway to Preview Party guests
-  **REALTOR Day Partner** (Qty 2) _____ **\$5,000**
- Opportunity to host the REALTOR Day party at a Homearama home and meet members of the Dayton Area Board of REALTORS
 - Logo to appear on event materials related to your REALTOR Day Partnership
 - Recognition in all promotions and printed materials related to REALTOR Day event
 - REALTOR Day Partner will present 2 raffle drawing winners with prizes
 - 10 Homearama tickets
 - 2 Homearama Preview Party tickets
 - 2 Homearama People's Choice Awards tickets
 - Option to provide a swag bag and items for the bag giveaway to REALTORS
-  **Military Partner** _____ **\$3,500**
- 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)
 - 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



PARTNERSHIP OPPORTUNITIES

-  **Email Blast Partner** (Qty 2) _____ **\$3,000**
 - Opportunity to be the acknowledged Homearama Email Blast Partner
 - 2 spotlight opportunities to put information about your company in front of a minimum of 200,000 consumers
 - Logo to appear on all Homearama Email Blasts to promote Homearama before and during the show (bimonthly for 3 months)
 - Web banner ad on the DaytonHomearama.com website and digital banner ad on the Dayton Homearama app
 - 5 Homearama tickets
 - 2 Homearama Preview Party tickets
 - 2 Homearama People's Choice Awards tickets

-  **Food Truck or Beverage Truck Partnership** _____ **\$1,000**
 - Sponsor a food or beverage truck at one Homearama house location on mutually agreed upon date. Recognition in all promotions and printed materials
 - 2 Homearama tickets
 - 2 People's Choice Awards tickets

-  **Garage Exhibit Space** _____ **\$550**
 - Free-standing display provided by exhibitor
 - Garage exhibit location determined by the HBA of Dayton
 - Approximate space of garage display: 6' x 3'



PARTNERSHIP PACKAGES	<i>Mortgage Lender</i>	<i>Personal Banking</i>	<i>Wealth Mgmt.</i>	<i>Auto</i>	<i>Preview Party</i>	<i>REALTOR</i>	<i>Military</i>	<i>Email Blast</i>	<i>Food Truck</i>
	\$7,500	\$7,500	\$7,500	\$5,000	\$5,000	\$5,000	\$3,500	\$3,000	\$1,000
Use of driveway at each show home to park up to two (2) automobiles	X	X	X	✓	X	X	X	X	X
Company name/logo listing on Homearama entry signage, available at each Homearama home	✓	✓	✓	✓	X	X	✓	X	X
Host Preview Party	X	X	X	X	✓	X	X	X	X
Host REALTOR Day Party	X	X	X	X	X	✓	X	X	X
Media (Guidebook, Advertising, Signage, Website link)	✓	✓	✓	✓	X	X	✓	Email Blast Logo Recognition	X
Recognition in Preview / Day Party promotions	X	X	X	X	✓	✓	X	X	X
Social Media Posts (Minimum)	2	2	2	2	X	X	2	2 Email Blasts	X
Color Ad in Guidebook	Full Pg	Full Pg	Full Pg	Full Pg	X	X	Half Pg	X	X
Display areas within each home of choice	✓	✓	✓	✓	X	X	X	X	X
Homearama tickets	30	30	30	20	10	10	200	5	2
People's Choice Awards Tickets	6	6	6	4	2	2	2	2	2
Preview Party Tickets	X	X	X	X	10	2	X	2	X
People's Choice Awards Reception Participation	✓	✓	✓	✓	✓	X	✓	X	X
Company name/logo listing on People's Choice Awards signage	✓	✓	✓	✓	X	X	X	X	X
Verbal recognition at People's Choice Awards	✓	✓	✓	✓	X	X	✓	X	X

Please see Sponsorship Package Pages for more complete details on these opportunities.



FINAL ARTWORK IS DUE NO LATER THAN JUNE 30, 2018!!

Sponsorship Packages

- Diamond Sponsor
- Platinum Sponsor
- Gold Sponsor \$7,500
- Silver Sponsor..... \$7,500
- Bronze Sponsor \$3,500
- Copper Sponsor \$2,000
- Custom Package Sponsor (customizable)..... Please Inquire

Partnership Opportunities

- Exclusive Mortgage Lender Partner \$7,500
- Exclusive Persona Banking Partner..... \$7,500
- Exclusive Wealth Management Partner \$7,500
- Automobile Partner \$5,000
- Preview Party Partner \$5,000
- Realtor Day Partner \$5,000
- Military Partner..... \$3,500
- Email Blast Partner \$3,000
- Food/Beverage Partner \$1,000
- Garage Exhibit Space Location Request: \$550

Payment Information

Payment Credit Card Check (Payable to HBA of Dayton | 22 E. Fifth St., Suite. 200, Dayton OH 45402)

Account Holder Name _____ Amount Due _____

Credit Card Number _____ Exp. Date _____ CV code _____

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____