

2018  
parade  
of HOMES

Civic Night: Unscripted

Saskatoon & Region  
Home Builders' Association



# PARTNERS IN GROWTH

## 2018-19 Sponsorship Opportunities



## SUMMARY OF ANNUAL SPONSORSHIPS

### MEMBER NETWORKING SERIES

**October 4<sup>th</sup>, December 4<sup>th</sup>, April 5<sup>th</sup>, August 15<sup>th</sup>**

The Member Networking Series is a series of engagement opportunities designed to gather members together for networking and to provide valuable information on land development, industry economics, growth and affordability. The series includes the Fall Member BBQ, Growth & Development 2018 Reception and Banquet, the State of Affordability Luncheon, and our Builders' Classic Golf Tournament. It is a great opportunity to promote your business to other members. Attendance ranges from 150 – 350+.

### HOUSING EXCELLENCE AWARDS

**Saturday, February 9<sup>th</sup>, 2019**

Celebrating Distinguished Members. The Housing Excellence Awards are the highest honour bestowed by the Saskatoon & Region Home Builders' Association in recognition of our members' accomplishments in the residential construction industry. The prestigious awards program and annual gala is entering its 27<sup>th</sup> year. Attendance exceeds 300+.

### HOMESTYLES HOME SHOW

**March 21<sup>st</sup> – 24<sup>th</sup>, 2019**

The HomeStyles Home Show has been in business for nearly 40 years. It's the province's premier Home Show and the one stop shop for consumers looking for residential construction industry services. HomeStyles attracts over 15,000 attendees, nearly 300 exhibitors and hosts 450 booths. The advertising opportunities are endless, making custom sponsorship packages available. If you are looking for an advertising edge HomeStyles is the right place for you!


### PARADE OF HOMES

**August 6<sup>th</sup> – September 15<sup>th</sup>, 2019**


The Parade of Homes is an annual showcase of show homes built by Certified Professional Home Builder members. The Parade of Homes provides a unique opportunity for exposure over a six-week span or a weekend dependant on your sponsorship commitment. The 2018 Parade hosted over 30 homes built by 18 builder and welcomed over 16,000 attendees! Our robust advertising campaign coupled with a loyal social media following provides the perfect recipe for market exposure!


## SPONSORSHIP PACKAGE


### MEMBER FALL FAMILY BBQ - October 4<sup>th</sup>, 2018


-  **BBQ Host Sponsor** \$ 6,000
- Host/Title sponsor for the event
  - Complimentary tickets for your staff to attend the BBQ
  - Opportunity to bring greetings at the Barbecue
  - Verbal recognition at the event
  - Opportunity to give away a promotional item
  - Recognition on event communications, event website, and social media
  - Exclusive corporate logo recognition displayed on event materials and digital signage





-  **Pumpkin Give-Away Sponsor** \$ 2,500
- Includes complimentary tickets, logo recognition at pumpkin station, logo inclusion on event screens, logo inclusion on table cards, digital logo inclusion on social media channels.

-  **Kids Activity Sponsor** \$ 2,500
- Includes complimentary tickets, logo recognition at activity stations, logo inclusion on event screens and on table cards, digital logo inclusion on social media channels.

-  **Cookie Station Sponsor** \$ 2,500
- Includes complimentary tickets, logo recognition on cookies, logo inclusion on event screens and on table cards, digital logo inclusion on social media channels.

-  **VIP Distillery Tour Sponsor** \$ 2,000
- Includes complimentary tickets, logo recognition on tour tickets, verbal recognition during tour, logo inclusion on event screens, logo inclusion on table cards, digital logo inclusion on social media channels. *(Tours Limited to 25 Guests.)*

-  **Refreshment Sponsor** \$ 1,500
- Includes complimentary tickets, logo recognition on refreshment tickets, logo inclusion on event screens, logo inclusion on table cards, digital logo inclusion on social media channels.

-  **Platinum BBQ Friends** \$ 1,000
- Includes complimentary tickets, logo inclusion on event screens, logo inclusion on table cards, digital logo inclusion on social media channels.

## **GROWTH & DEVELOPMENT 2019 - December 4<sup>th</sup>, 2018**

**Growth & Development 2019 is one of four initiatives that make up the Member Networking Series. The Member Networking Series is a series of engagement opportunities designed to gather members together to network while providing valuable information on land development, industry economics, growth and affordability. We are seeking partners to make a \$2,500 financial commitment to sponsor this initiative.**

**Recognition would include:**

- Four tickets to attend the reception and dinner banquet.
- Logo inclusion on table cards and presentation screens.
- Digital logo inclusion on project notifications to SRHBA Members.
- Thank you from the podium during the banquet.
- Developer Members can add the ability to feature their available lot inventory during the opening reception for an additional \$500 investment.

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## **STATE OF AFFORDABILITY LUNCHEON – April 5<sup>th</sup>, 2019**

**The State of Affordability Luncheon is one of four initiatives that make up the Member Networking Series. The Member Networking Series is a series of engagement opportunities designed to gather members together to network while providing valuable information on land development, industry economics, growth and affordability. We are seeking partners to make a \$2,500 financial commitment to sponsor this initiative.**

**Recognition would include:**

- Four tickets to attend the Luncheon.
- Logo inclusion on table cards and presentation screens.
- Digital logo inclusion on project notifications to SRHBA Members.
- Thank you from the podium during the banquet.

## BUILDERS' CLASSIC GOLF TOURNAMENT – August 15<sup>th</sup>, 2019

### Presenting Sponsor - *Negotiated Annually*

- 🏆 Two (2) golfers & Four (4) dinner tickets
- 🏆 Company name and/or logo on player tee gift
- 🏆 Signage at Club House
- 🏆 Banquet presented and hosted by "Your Company"

### Cart Sponsor - \$3,500

- 🏆 Four (4) golfers (One Team)
- 🏆 Company logo on all 108 carts
- 🏆 Recognition at dinner banquet
- 🏆 Signage on "all sponsor" signage

### Flag Sponsor - \$3,500

- 🏆 Four (4) golfers (One Team)
- 🏆 Pair of custom logo flags to keep
- 🏆 Recognition at dinner banquet
- 🏆 Signage on "all sponsor" signage

### Photographer Sponsor - \$3,500

- 🏆 Four (4) golfers (One Team)
- 🏆 All players will receive a logoed team photo
- 🏆 Recognition at dinner banquet
- 🏆 Recognition on "all sponsor" signage

### Logoed Golf Ball Sponsor \$3,000

- 🏆 Four (4) golfers (One Team)
- 🏆 Logo placement on golf balls
- 🏆 Recognition at dinner
- 🏆 Recognition on "all sponsor" signage

### Lunch Sponsor - \$2,500

- 🏆 Two (2) free golf registrations
- 🏆 Signage in lunch area and on tickets
- 🏆 Recognition on "all sponsor" signage

### Logoed Tee Sponsor - \$1,000

- 🏆 One (1) free golf registration
- 🏆 Logo on tees distributed to players
- 🏆 Recognition on "all sponsor" signage

### Double Hole Sponsor \$1,350

- 🏆 One (1) free golf registration
- 🏆 Signage at Two Tee Boxes
- 🏆 Recognition on "all sponsor" signage
- 🏆 Opportunity for Hole Activation!

### Hole-In-One Sponsor - \$1,000

- 🏆 One (1) free golf registration
- 🏆 Signage at Tee Box
- 🏆 Recognition on "all sponsor" signage
- 🏆 Opportunity for Hole Activation!

### Tournament Prize Sponsor - \$1,000

- 🏆 One (1) free golf registration
- 🏆 Logo recognition on tournament prizes
- 🏆 Recognition on "all sponsor" signage
- 🏆 Recognition at dinner banquet

### Hole Sponsor - \$800

- 🏆 One (1) free golf registration
- 🏆 Signage at Tee Box
- 🏆 Recognition on "all sponsor" signage
- 🏆 Opportunity for Hole Activation!

### Snack Bag Sponsor - \$ 500

- 🏆 Two (2) free dinner banquet tickets
- 🏆 Logo recognition on individual snack packs
- 🏆 Recognition on "all sponsor" signage





## HOUSING EXCELLENCE AWARDS SPONSORSHIP OPPORTUNITES

### Finalist Announcement Sponsor \$15,000

- ❖ **EXCLUSIVE** corporate recognition on the tagline and introduction of every finalist video announcement. Videos will be released at the beginning of January providing one month of exposure in addition to recognition at the Housing Excellence Awards Gala.
- ❖ Corporate table of ten at the Awards Gala held at TCU Place February 9th, 2019
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate recognition in the awards program
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance

### Diamond Level \$10,000

- ❖ **EXCLUSIVE** Champagne Toast Entrance Sponsor with Logo Recognition
- ❖ Prominent Logo Recognition on Entrance Media Wall
- ❖ Two corporate tables of eight at the Awards Gala held at TCU Place February 9th, 2019
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate recognition in the awards program
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance

### Celebration Reception \$5,000

- ❖ **EXCLUSIVE** corporate logo recognition displayed during the celebration reception
- ❖ Corporate table for eight at the Awards Gala held at TCU Place February 9th, 2019
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate recognition in the awards program
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance

### Dessert Sponsor \$3,500

- ❖ **EXCLUSIVE** corporate logo displayed on dessert servings
- ❖ Four tickets to the Awards Gala held at TCU Place February 9th, 2019
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance
- ❖ Corporate recognition in the awards program
- ❖ Corporate sponsor recognition on social media channels during awards gala

### Table Sponsors *(4 Available)* \$1,500

- ❖ Shared corporate logo recognition displayed on wine tags and table cards
- ❖ Two Tickets to the Awards Gala held at TCU Place February 9th, 2019
- ❖ Corporate recognition in the awards program
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition on the production screen slideshow

**Platinum Award Sponsor**

**\$4,500**

- ❖ Table of Ten at the Awards Gala held at TCU Place February 9th, 2019
- ❖ Sponsorship of Two Awards including company name engraving on the awards, logo recognition during the award presentation, and the opportunity to announce the award winner while presenting the awards on stage at the gala
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition in awards program

**Gold Award Sponsor**

**\$3,500**

- ❖ Table of Eight at the Awards Gala held at TCU Place February 9th, 2019
- ❖ Sponsorship of Two awards including company name engraving on the awards, logo recognition during the award presentation and the opportunity to physically present the award on stage at the gala
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition in awards program

**Silver Award Sponsor**

**\$2,500**

- ❖ Four Tickets to the Awards Gala held at TCU Place February 9th, 2019
- ❖ Sponsorship of one award including company name engraving on the awards, logo recognition during the award presentation, and the opportunity to physically present the award on stage at the gala
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition in awards program

**Bronze Award Sponsor**

**\$1,500**

- ❖ Two Tickets to the Awards Gala held at TCU Place February 9th, 2019
- ❖ Sponsorship of one award including company name engraving on the awards, logo recognition during the award presentation, and the opportunity to physically present the award on stage at the gala
- ❖ Corporate logo recognition on the production screen slideshow
- ❖ Corporate logo recognition on sponsor wall signage at gala entrance
- ❖ Corporate sponsor recognition on social media channels during awards gala
- ❖ Corporate logo recognition in awards program

## HOMESTYLES HOME SHOW SPONSORSHIP OPPORTUNITIES

	1 Year Commitment	3 Year Commitment
➤ Presenting Sponsor	Negotiated Annually	Negotiated Annually
➤ Main Stage Sponsor	\$ 10,000	Negotiated Annually
➤ Main Hall Aisle Sponsor	\$ 10,000	\$ 24,000
➤ Kitchen Stage Sponsor	\$ 7,500	\$ 18,000
➤ Outdoor Living Stage Sponsor	\$ 5,000	\$ 12,000
➤ Outdoor Living Hall Sponsor	\$ 2,500	\$ 6,000
➤ Marketplace Hall Sponsor	\$ 2,500	\$ 6,000
➤ Swag Bag Sponsorship	\$ 10,000	\$24,000
➤ Family Day Sponsor	\$ 8,500	N/A
➤ Senior Price Sponsor	\$ 5,000	N/A
➤ Exhibitor Lanyard Sponsor	\$ 3,000	N/A
➤ Official Rest Stop Sponsor	\$ 2,000	N/A
➤ Daily Door Prize Sponsor	\$ 1,500	N/A
➤ Family Day Child Find Bracelet	\$ 1,500	N/A
➤ Exhibitor Coffee Sponsor	\$ 10,000	N/A
➤ Exhibitor Business Centre Sponsor	\$ 5,000	N/A
➤ Exhibitor Appreciation Dinner	\$ 5,000	
➤ Exhibitor Internet Sponsor	\$ 5,000	N/A
➤ Industry Evening Reception	\$ 5,000	
➤ Exhibitor Lounge Daily Sponsor	\$ 2,000	

HomeStyles access pass quantities and other sponsor package inclusions are negotiated according to business partner needs. Custom Sponsorship Packages available upon request. Contact Director of Business Development & Home Show Manager, Jennifer Lamontagne at [homestyles@saskatoonhomebuilders.com](mailto:homestyles@saskatoonhomebuilders.com) or 306-471-0865.

**HOME** **2019**  
March  
21st-24th **STYLES**





## PARADE OF HOMES

### 1 Opportunity at \$6,500

The Parade of Homes Family Weekend brought to you by “Your Company” will take place in August. Watch your brand recognition explode as we take care of character booking and meet & greets, and you can join in on the fun! This weekend will be full of fun Disney Princesses and Superheroes. Our Family Weekend is one of the most popular weekends during the Parade attracting families to visit and try on their new home.

#### Benefits include:

- 🏠 Social Media & Website exposure leading up to and during Family Weekend
- 🏠 Logo inclusion on select electronic ads promoting Family Weekend
- 🏠 An exclusive opportunity to have live on locations at a home (or, for non-builders, the Parade Home of your choice) during Parade hours over Family Weekend.

### 1 Opportunity at \$5,000

Sponsor our “Drop in to Win” Grand Prize Contest. This is an opportunity to showcase your brand and/or products through a grand prize. Your company branding will be promoted through both organic social media and paid online advertisements as part of the “Drop in to Win” promotion.

### **Stay tuned! Additional opportunities to be available late 2018.**

If you have a product/service that you want spotlighted within some of the homes in the parade, we can make it happen! We are interested in: vehicles, bbqs, gift baskets and more. Contact Director of Business Development Jennifer Lamontagne at [jlamontagne@saskatoonhomebuilders.com](mailto:jlamontagne@saskatoonhomebuilders.com) or 306-471-0865.

