

880 Locust Street, Suite 115, P.O. Box 1352, Dubuque, IA 52004-135 563.582.4553 dbqhba115@gmail.com

Dear Potential Sponsor:

The **2018 Parade of Homes Tour™** is well on its way and we are excited for this year's parade!

The Dubuque Homebuilders and Associates sponsor the Parade of Homes Tour™ not only for the builders, but for all members of our association. We are asking for sponsorships to help offset our advertising budget. 100% of your sponsorship money will be used directly for marketing you the sponsor, the Parade of Homes Tour™, and the Dubuque Homebuilders and Associates.

How is your sponsorship money being used? Each year we forecast our upcoming budget based on the past parade. Planning of this event begins in the fall immediately after the tour has ended. The combination of the builder entry fees and sponsorship money is our total advertising budget. The money collected from the parade tickets is used for our operating expenses. We run a lean machine with one part-time employee and volunteer labor to manage the entire event.

We use many advertising mediums and purchase numerous ads which insure excellent coverage of this event. Our advertising package includes:

- Either three bill boards (with the addition of two locations of digital billboard advertising) or promotional postcard mailed to over 5500 local homes,
- Eight radio stations with ad coverage throughout the week and on the scheduled Parade dates
- Two full page ad wraps (Sundays) and two half page ads in the Telegraph Herald along with TH online sticky note and banner ads
- Various other printed advertisements
- Our website and monthly newsletter used as promotional tools
- The 40+ page Parade of Homes magazine to be delivered to all advertiser and sponsor businesses

We are pleased to offer three levels of sponsorship for the 2018 Parade of Homes Tour™; Platinum (\$2500), Gold (\$950) and Silver (\$450)

Attached please find the **2018 PARADE OF HOMES TOUR™** Sponsorship Benefits and Agreement. As you will see with each level, there are great advertising benefits to your company. This advertising directly benefits your organization by targeting our industry demographics - homes.

This year's parade will be held:	October 13-14	Noon – 5:00 p.m.
	October 20-21	Noon – 5:00 p.m.

Please consider a sponsorship for this year's Parade of Homes Tour™ and help keep the Tri-State area thinking about building homes. Your sponsorship is of great help and very much appreciated! Don't miss this great opportunity to support Dubuque Homebuilders, our participating building and associate members, and the Parade of Homes Tour™!

Sincerely,

Gerb Smith

Gerb Smith
Parade Committee Chair

Parade Committee:
Mark Ernst, Joe Mozena, Gerb Smith, Joe Schmitt, & Julie Kinsella



PARADE OF HOMES TOUR™ 2018 SPONSORSHIP BENEFITS

Platinum Sponsor (\$ 2,500) *

- Company logo included on all mailers.
- Company name mentioned in all radio advertisements (eight stations).
- Company name and logo included in all Telegraph Herald ads.
- Company logo included in Parade of Homes Tour™ Directory Cover.
- Full page ad in the Parade of Homes Tour™ Directory at no additional cost.
- Company logo included on Dubuque Homebuilders & Associates Website.
- Company logo included on all outdoor Parade of Homes Tour™ Home Signs.
- Company logo included on the Parade Indoor Thank You Signs at Homes.
- Company logo included on the Parade of Homes Tour™ Admittance Tickets.
- 36 Complimentary Tickets to the Parade of Homes Tour™.
- Company may insert one (1) letter sized flyer into the monthly newsletter of their choice (flyer provided by company). **
- Company may insert one (1) business sized card into the monthly newsletter of their choice (business card provided by company). **

****Agreement must be received with payment by August 1, 2018 to take advantage of these benefits.***

*****Must be used by August 2019 and be approved by Dubuque Homebuilders & Associates.***

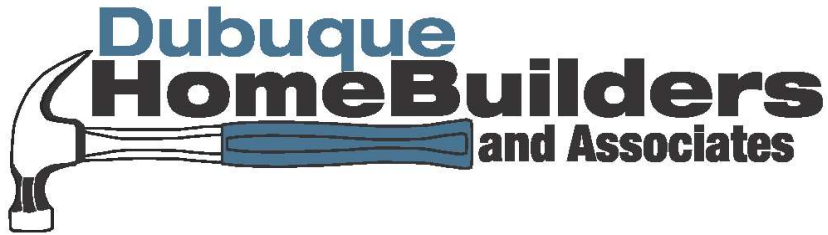
Gold Sponsor (\$ 950)

- Company name and logo included in all Telegraph Herald ads.
- Company logo included on Parade of Homes Tour™ Directory Cover.
- Company name included on Dubuque Homebuilders & Associates Website.
- Company logo included on all outdoor Parade of Homes Tour™ Home Signs.
- Company logo included on the Parade Indoor Thank You Signs at Homes.
- 16 Complimentary Tickets to the Parade of Homes Tour™.
- Company may insert one (1) business sized card into the monthly newsletter of their choice (business card provided by company). **

*****Must be used by August 2019 and approved by Dubuque Homebuilders & Associates.***

Silver Sponsor (\$ 450)

- Company name included in all Telegraph Herald ads.
- Company name included in Parade of Homes Tour™ Directory Cover
- Company logo included on the Dubuque Homebuilders Website
- Company logo included on all outdoor Parade of Homes Tour™ Home Signs
- Company name included on the parade Indoor Thank You Signs at Homes.
- 8 Complimentary Tickets to the Parade of Homes Tour™.



PARADE OF HOMES TOUR™
2018 SPONSORSHIP AGREEMENT

Presented by: Dubuque Homebuilders & Associates

Sponsorship Level:

____ Platinum (\$ 2,500) ____ Gold (\$ 950) ____ Silver (\$ 450)

Company Name _____
(As you would like it printed on all signage and pages)

Contact Name _____

Address _____

Phone Number _____

E-Mail _____

Signature _____

Please return this form by August 1, 2018 with your check payable to:

Dubuque Homebuilders & Associates
PO Box 1352
Dubuque IA 52004-1352

Phone (563) 582-4553