



Peninsula Housing & Builders Association presents the 2016 Parade of Homes. This exciting show will feature 8 new idea homes. Each home is furnished, decorated and filled with the latest trends. Founders Pointe in Carrollton, VA, is home to this year's event. This one-of-a-kind community is developed by East West Communities.

MARKETING OPPORTUNITIES

There are many unique opportunities to join Parade of Homes. This exciting event will feature some of the area's finest builders in the community of Founders Pointe. More than 20,000 attendees are anticipated. Consumers will enjoy new model homes, special events, exhibits and much more.

SPONSORSHIP LEVELS

Diamond Sponsor.....	\$20,000
Platinum.....	\$10,000
Auto.....	\$10,000 (+ car lease)
Gold.....	\$5,000
Realtor Day.....	\$5,000
Dusty Boots.....	\$5,000
Ticket.....	\$5,000
Preview Party.....	\$2,500
Awards.....	\$2,500
Special Event.....	\$2,000

ONLINE ADVERTISING

PeninsulaHousing.org

The event website will be the source for complete show details and ticket purchases.

ONLINE AD	PRICE
Banner Ad	\$2,000

*Limited banners will be sold on the website.

PRINT ADVERTISING

Parade of Homes Guide Book

Purchase a color ad in the Parade of Homes Guide Book. This quality magazine will be given free to more than 20,000 attendees of the show. The majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

Ad specifications and deadlines are available from Becker & Calliott Marketing, Justin Calliott, justin@atyourbeckandcall.com.

AD SIZE	PRICE
Back cover	\$2,000
Full page	\$900
Half page	\$600
Quarter page	\$400

EXHIBIT RATES

Home Idea Display Centers in Show Homes

Display and demonstrate your product or service to thousands of qualified prospects as they enjoy Parade of Homes. Set up a home display center under a large provided tent. Each display is provided one 6' banquet draped table. Full details listed in exhibit agreement.

ITEM	PRICE
Booth	\$1,600
Electricity	\$150

TICKETS

Complete your Parade of Homes marketing experience by giving tickets to your clients, prospects, vendors and employees. Online and gate admission is \$10 for October 1-16.

QUESTIONS?

Kristin Atkins at 757.553.7842 or kristin@peninsulahousing.org

