



PARADE OF HOMES

HOME BUILDERS ASSOCIATION *of* GREATER BATON ROUGE

**April 22-23 &
April 29-30, 2023
1-5PM**

Visit our website

*Parade*GBR.fun



PARADE OF HOMES

HOME BUILDERS ASSOCIATION of GREATER BATON ROUGE

Promote • Showcase • Educate

The Parade of Homes is an annual community-based event created to **PROMOTE** local reputable builders and developers, **SHOWCASE** their latest creations in state-of-the-art neighborhoods, and **EDUCATE** our community on responsible, innovative home building here in **Greater Baton Rouge**.

Parade of Homes offers numerous ways for your business to gain unique access to consumers, whether you are a builder or a product/service company related to the homebuilding industry.

PARADE ENTRIES

PAGE 3

- Community Entry
- House Entry
- Vendor Entry

SPONSOR LEVELS

PAGE 4

- Presenting (SOLD)
- Premier
- Signature
- Supporting

TASTEMAKERS TOUR

PAGE 7

- Parade Preview Night
- View High-End Homes
- Luxury Transportation



Community Entry

EARLY BIRD
DEADLINE: FEB 7TH
\$1,500

REGULAR PRICE
DEADLINE: MAR 28TH
\$1,750

ENTRY OPTIONS INCLUDE:

- Land only - Community Development under construction
- Completed Community - Includes new construction (minimum two parade home entries)
- Established Community - Includes new filing (minimum two parade home entries)
- Parade-branded signage for community development entrance
- Highlighted Community section for Parade promotional materials (includes: website, reference guide)
- Community Development in Parade listed with logo on the reference guide, showing where the community is on the parade route
- Highlighted Community list on the ParadeGBR.fun website (one year)
- Guaranteed Parade Highlighted Community promotions (i.e. social media)

House Entry

EARLY BIRD
DEADLINE: FEB 7TH

REGULAR PRICE
DEADLINE: MAR 28TH

FIRST HOUSE: **\$1,500**

\$1,750

ADD'L HOUSE: **\$1,100**

\$1,350

- House on Parade route for two consecutive weekends
- House and builder information listed on ParadeGBR.fun website and reference guide, showing where the house is on the route
- Parade-branded signage for house
- Parade house, builder, and realtor (including brokerage) information listed on the ParadeGBR.fun website (one year)
- Guaranteed Parade house and builder promotions (i.e. social media)

Vendor Entry

EARLY BIRD
DEADLINE: FEB 7TH
\$1,250

REGULAR PRICE
DEADLINE: MAR 28TH
\$1,500

Any vendor/supplier connected to the homebuilding industry that wants to have a company representative or promotional items physically present at the Parade house to promote the company's product and/or service. ****Must** have Parade builder approval.

- Opportunity to have company representation in a partnering builder's house(s), with product, lagniappe activities, and promotional materials
- Listed on Vendor page on ParadeGBR.fun website and reference guide, showing where the vendor is on the route, including houses where a representative will not be present
- Highlighted "Vendor Only" section for Parade promotional materials (includes: website, reference guide)
- Parade Vendor list on the ParadeGBR.fun website (one year)
- Guaranteed Parade Vendor promotions (i.e. social media)

Presenting Sponsor

~~\$20,000~~

Sold

- » 2023 event recognized as “HBA of Greater Baton Rouge Parade of Homes presented by _____” in any and all promotional contexts
- » First right of refusal for Parade 2023
- » Opportunity to record a 3-minute company promotion for Parade advertisements as Presenting Sponsor (i.e. TV, digital)
- » Logo recognition as the Presenting Sponsor on all audio/visual member and consumer marketing communications, including but not limited to posters, print media, outdoor advertising, social media, email marketing, press releases, TV spots, radio, and mail-outs, combined projected ad spend at least \$85,000 (one year)
- » One custom-designed sponsored social media advertisement promoted throughout Parade (\$1,250 value)
- » Opportunity to host a function with Parade builders in your showroom
- » Opportunity to have showroom open house promoted during Parade weekends
- » Opportunity to have company representation in a partnering builder’s house(s), with product, lagniappe activities, and promotional materials placed at any or all Parade houses (\$1500 value)
- » Listed on Vendor page on ParadeGBR.fun website and reference guide, showing where product is on the route, including houses where a representative will not be present
- » Opportunity to provide items for Parade participant swag bags
- » Opportunity to represent your company as Presenting Sponsor on any or all TV or radio spots leading up to the Parade
- » Logo recognition as Presenting Sponsor on ParadeGBR.fun website (one year)
- » Logo recognition as Presenting Sponsor throughout the Parade Reference Guide to be distributed throughout GBR (2,500 copies)
- » All digital company logos and name mentions on ParadeGBR.fun website will be clickable to company site (\$2,000)
- » Logo recognition as Presenting Sponsor at all Parade events
- » Opportunity to offer giveaway items to be promoted for Parade ticket sales
- » 25 complimentary tickets to Parade (\$250)
- » 2 complimentary tickets to Tastemakers Tour (\$200)

Premier Sponsor

\$10,000
(2 available)

- » Industry Exclusive at this level
- » Opportunity to record a 1-minute company promotion for Parade advertisements (i.e. TV, digital)
- » One custom-designed sponsored social media advertisement promoted throughout Parade (\$1,250 value)
- » Opportunity to have company representation in a partnering builder's house(s), with product, lagniappe activities, and promotional materials placed at any or all Parade houses (\$1500 value)
 - » OR Parade House Entry (\$1500 value)
- » Opportunity to host Parade event
- » Listed on Vendor page on ParadeGBR.fun website and reference guide, showing where product is on the route, including houses where a representative will not be present
- » Logo recognition as Premier Sponsor on ParadeGBR.fun website designated (one year)
- » Logo recognition as Premier Sponsor throughout the Parade Reference Guide to be distributed throughout GBR (2,500 copies)
- » Logo recognition as Premier Sponsor at all Parade events
- » All digital company logos on ParadeGBR.fun website will be clickable to company site (\$2,000)
- » Logo recognition as Premier Sponsor at all Parade events
- » Opportunity to offer giveaway items to be promoted for Parade ticket sales
- » 25 complimentary tickets to Parade (\$250)
- » 2 complimentary tickets to Tastemakers Tour (\$200)

Signature Sponsor

\$5,000

- » Opportunity to record 30-second company promotion for Parade advertisements (i.e. TV, digital)
- » One custom-designed sponsored social media advertisement promoted throughout Parade (\$1,250 value)
- » Opportunity to have company representation in a partnering builder's house(s), with product, lagniappe activities, and promotional materials placed at any or all Parade houses (\$1500 value)
 - » OR Parade House Entry (\$1500 value)
- » Listed on Vendor page on ParadeGBR.fun website and reference guide, showing where product is on the route, including houses where a representative will not be present
- » Logo recognition as the Signature Sponsor on the ParadeGBR.fun website (one year)
- » Logo recognition as the Signature Sponsor throughout the Parade Reference Guide to be distributed throughout GBR (2,500 copies)
- » All digital company logos and name mentions on the ParadeGBR.fun website will be clickable to company site (\$2,000)
- » Logo recognition as Signature Sponsor at all Parade events
- » Opportunity to offer giveaway items to be promoted for Parade ticket sales
- » 15 complimentary tickets to Parade (\$150)

Supporting Sponsor

\$2,500

- » Opportunity to have company promo materials placed at any or all Parade houses
- » One custom-designed sponsored social media advertisement promoted throughout Parade (\$1,250 value)
- » Listed on Vendor page on ParadeGBR.fun website and reference guide, showing where the product is on the route, including houses where a representative will not be present
- » Name recognition as Supporting Sponsor with a link to company's website on the ParadeGBR.fun website (one year)
- » Name recognition listed as Supporting Sponsor at all Parade events
- » Opportunity to offer giveaway items to be promoted for Parade ticket sales
- » 10 complimentary tickets to Parade of Homes (\$100)

Tastemakers Tour

21 FRI 6:00PM - 10:00PM
APR

- » An exclusive Preview Night that offers a chance to view a select few of our high-end homes on the route before Parade weekend opens. Guests are guided through an intimate, personal experience of what it would be like to live and dine in their next dream home.

