



OCT 5, 6, 9, 12, 13

IT'S TIME TO SHOW OFF.

BE A PART OF THE PARADE OF HOMES.



FANTASTIC OPPORTUNITIES...

We want to highlight **YOU**. Whether you're a builder or remodeler **showcasing** your latest home or an associate member **advertising** your new products & services, the Parade of Homes is your time to **SHINE**. *Custom partnerships, new advertising opportunities, & outstanding marketing await your registration.*

...FOR EVERY MEMBER

- **Sponsorships starting at \$350**
Customizable for every budget.
- **Promote Your Business - ads starting at \$350**
There's an ad option for every need, including discounted design services if you need a new ad.
- **Showcase Your Products**
Be seen by potential clients with the marketing in our partnerships, or use your ad to promote your services!

...FOR EVERY HOME

- **BEST CHOICE: In Person & Virtual Tour - \$1650**
Featuring: online photo & video tour, bonus marketing, & hands-on & face to face interaction with guests.
- **In-Person Tour - \$1,350 (2nd + homes at \$1,000)**
Featuring: Hands-on, face to face interactions
- **Virtual Tour - \$825**
Featuring: photo & video tour online, bonus marketing
- **Preview Showcase - \$825 (drive by/in progress)**
Featuring: in progress listing online & in magazine
- **REMODELERS & FIRST TIME SHOWCASE - \$825**
Any Showcase at \$825 for first timers & remodelers!

RETURN THESE FORMS BY SEPTEMBER 18TH.

EMAIL: save the fillable form (or print & fill) then attach to a new email to office@hbamidlandmi.com

ONLINE: hba-parade.com

SAVE TIME

Register, partner, & claim your ad space all in this interactive PDF or online at hba-parade.com

FILL IT OUT



BUILDER REGISTRATION

Register your home(s) right here, including addresses and tour options.



PARTNERSHIPS

Choose your partnership here, or let us know to call you for a custom package.



ADVERTISING

Reserve your space in the magazine! Need a new ad? HBAGLBR offers discounted design services.

EVERYONE
NAME:
BUSINESS:
EMAIL:
PHONE:
PAYMENT:
Check
Invoice Me
Card:
Exp.
CVV
TOUR OPTIONS
SHOWCASE OPTION
OF HOMES
ADDRESS *(use this space to list all addresses if possible)*

In Person & Virtual \$1650

Add'l In Person & Virtual . \$1375

In Person \$1350

Add'l In Person \$1000

Virtual Only \$825

Preview \$825

Remodel/First Time \$825

ADVERTISING

1 Season ads will appear in the Fall issue of the Parade magazine. **Sizes are in inches, width by length. THERE MAY BE AN ADDITIONAL FEE IF YOUR AD NEEDS TO BE EDITED OR REFORMATTED. If you need a NEW ad designed, HBAGLBR offers discounted services. Make that selection below to be contacted.**

AD SIZE
2 SEASON
FALL ONLY
AD OPTIONS

 Inside Front Cover
 8" x 10.25"

\$2100

\$1150

Use 2024 Parade Ad

 Inside Back Cover
 8" x 10.25"

\$2100

\$1150

Use 2024 Directory Ad

 Full Page
 8" x 10.25"

\$1700

\$900

Will send new ad

 Half Page
 8" x 5"

\$950

\$500

I need a new ad made

 1/4 Page
 4" x 5"

\$600

\$350

Being a Parade of Homes partner includes great opportunities to market your business, and support this fantastic event. If you have any questions, please don't hesitate to contact us.

PARTNERSHIPS
SPONSORSHIP
2 SEASON
FALL ONLY
GIVEAWAY UPGRADE

Platinum Sponsor

\$6000

\$3200

\$150

Logo or name on all printed & digital material, including event signs and on website, premium full page ad location, logo on magazine cover, social media highlight during first Parade week, yard sign option, specialty listing on sponsor page in magazine & on website.

Gold Sponsor

\$4000

\$2200

\$200

Logo or name on all printed materials, on sponsor page on website, full page ad in magazine, social media highlight during first Parade week, yard sign option, specialty listing on sponsor page in magazine & on website.

Silver Sponsor

\$3000

\$1700

\$250

Full page ad in magazine, specialty listing on sponsor page in magazine & on website, yard sign option.

Bronze Sponsor

\$2200

\$1200

\$250

Full page ad in magazine, yard sign option, specialty listing on sponsor page of magazine.

Giveaway Sponsor

\$500

\$250

Giveaway entry listing on website & magazine, social media mentions, 1/4 page ad in magazine. Prize/giveaway valued at \$150+.