



Sponsorship Opportunities

- **Box office ticket sponsor**—Sponsor message on tear-off portion of ticket, \$1,000 + ticket printing
- **Coupon sponsor**—Logo on all printed and online coupons, \$1,000
- **Celebrity sponsor**—Bring your own celebrity sponsor to your booth area (PAWS mascot, radio host, local athlete, etc.) and receive promotions from HBA (FB mentions + video use (30 second to one minute), press release, e-newsletter, etc.) Promotions determined at time of HBA notification of celebrity.
- **Gift giveaway at sponsor booth**—Sponsorship cost would cover cost of giveaway item (branded with novihomeshow.com)—Benefit: Sponsor would receive Facebook mentions, press release, e-newsletter, etc.
- **E-blast to attendees**—Sponsor’s ad on e-blast with link to website, limit 2 advertisers, non competitors (HBA list at 17,000 as of April 2016) \$250 per ad
- **Bags at entrances**—Cost for distribution at door and expense to print bags. \$1,000 per show (6,000 January and April, 5,000 for October) would allow sponsor representatives to man table to pass out bags
- **Blog sponsor**—Write a blog post for the website pitching their innovations, products, etc. Promoted twice on social media channels. One article per show, \$1,000
- **Mobile phone charging station**—Sponsor may brand 19” LCD screen with promotional media (mp4 videos or images) and add custom decals to the front or sides of the station. Vacant lockers hold mobile phones while charging. Locks with a 4 digit combination, \$1,200
- **Photo booth**—Customized 2” x 6” photo strip, props, color or black and white, attendant, setup and take-down, social share option, branding on booth—vinyl wrap, 3-day show, HBA will provide a 10’ x 20’ booth space for the photo booth adjacent to sponsor’s booth at no charge, \$6,000
- **Show sponsor**
 - Name/logo in all show advertising, marketing, social media and PR
 - Signage at show stage and entrance
 - Marketing materials at front entrance—supplied by sponsor
 - Ad on website
 - \$10,000
- **Stage or special feature sponsorship**
 - Name/logo in all show advertising, marketing, social media and PR where show stage or special feature is mentioned
 - Select booth space
 - Signage at show stage and entrance
 - \$5,000