



## Sponsorship Opportunities

Sponsorship	Opportunity	Novi Home Show added value	Cost
<b>Media Partnership Opportunity</b>	Partner with The Novi Home Show to promote the event through local media: television, radio, outdoor and digital plans can be created. Both the sponsor and show will be mentioned in media.	<ul style="list-style-type: none"> <li>Advertising opportunities and message creation planned by The Novi Home Show</li> </ul>	Starting at \$1,000-\$10,000
<b>E-blast Ad to consumers</b>	Ad within the Home & Garden Shows E-blast with link to sponsor website, limit 2 advertisers, non-competitors (HBA email list at more than 32,650 as of October 2021)	<ul style="list-style-type: none"> <li>Ad design</li> <li>Reach 32,650 consumers interested in home &amp; garden shows/products/services</li> </ul>	Starting at \$750
<b>Sponsored E-blast to consumers</b>	Standalone E-blast with sponsor supplied advertorial and link to sponsor website. (HBA email list at more than 32,650 as of October 2021)	<ul style="list-style-type: none"> <li>Reach 32,650 consumers interested in home &amp; garden shows/products/services</li> </ul>	Starting at \$2,000
<b>Blog sponsor</b>	Compose a blog post for social media pitching innovations, products, etc. One article per show. Written by sponsor, approved by agency.	<ul style="list-style-type: none"> <li>Promoted twice on social media channels</li> <li>Assistance with editing and photo selection</li> </ul>	Starting at \$500
<b>Consumer Handout sponsor</b>	Sponsor logo and/or name (based on space availability) on a consumer "Planning your project" hand-out at show.	<ul style="list-style-type: none"> <li>Minimum of six (6) social media mentions across multiple platforms (Facebook, Instagram, Pinterest) week before and weekend of show</li> </ul>	Starting at \$1,500
<b>"First 50" sponsor</b>	<p>Giveaway to the first 50 people in line each day of the show (150 total) for three days. Example: "We're glad you're here" branded card that attendees take to sponsor's booth to receive a giveaway.</p> <p>Exhibitor to create handout, personnel and item for giveaway.</p>	<ul style="list-style-type: none"> <li>Minimum six (6) social media mentions on multiple platforms (Facebook, Instagram, Pinterest)</li> <li>Details about giveaway and sponsor included on website and in two (2) consumer e-newsletters</li> <li>Media mention where available</li> </ul>	Starting at \$750 per day, \$1500 for a 3-day show
<b>Online ticket sales sponsor</b>	Sponsor name/logo/message (if space allows) included in online ticket sales.	<ul style="list-style-type: none"> <li>Minimum of 16 social media mentions across multiple platforms (Facebook, Instagram, Pinterest)</li> <li>Details about online ticket sales and sponsor included on website and in two (2) e-newsletters</li> <li>Media mention where available</li> </ul>	Starting at \$1,000

<b>Show bags sponsor</b>	<p>Provide branded bags for attendees—quantity depending on show—bag to have name/logo/message (if space allows) and Novi Home Show logo.</p> <p>Sponsor may hand out additional brochure/printed material at the door or place info inside the bags. Bags approved by show management.</p>	<ul style="list-style-type: none"> <li>• Minimum of six (6) social media mentions across multiple platforms (Facebook, Instagram, Pinterest)</li> <li>• Details about giveaway and sponsor included on website and in two (2) consumer e-newsletters</li> </ul>	Starting at \$2,000
<b>“\$5 after 5” sponsor</b>	Sponsor name/logo/message included in all marketing materials; including print ads and press releases where “\$5 after 5” promotion is mentioned	<ul style="list-style-type: none"> <li>• Minimum of 20 social media mentions across multiple platforms (Facebook, Instagram, Pinterest) and on website and in two (2) consumer e-newsletters</li> <li>• Media mention where available</li> </ul>	Starting at \$2,000
<b>Coupon sponsor</b>	Sponsor name/logo/message (if space allows) included on all printed and online coupons.	<ul style="list-style-type: none"> <li>• Minimum of 30 social media mentions across multiple platforms (Facebook, Instagram, Pinterest)</li> <li>• Details about giveaway and sponsor included on website and in two (2) consumer e-newsletters</li> <li>• Media mention where available</li> </ul>	Starting at \$2,000
<b>“Free parking Friday” sponsor</b>	Opportunity to provide free parking for show attendees on select day. Sponsor may hand out a brochure/printed material at the parking booth or leave a sandwich board sign at parking booth.	<ul style="list-style-type: none"> <li>• Sponsor name/logo/message included in all marketing materials, including print ads, press releases and website</li> <li>• Minimum of 12 social media mentions across multiple platforms (Facebook, Instagram, Pinterest) and on website and in two (2) consumer e-newsletters</li> <li>• Media mention where available</li> </ul>	TBD
<b>Stage/Special Feature sponsor</b>	<p>Name/logo in all show advertising, marketing, social media and PR where stage or special feature is mentioned</p> <p>Signage at show stage area and branded directional floor signs directing attendees to stage</p> <p>Option to place supplied marketing materials at stage area.</p> <p>Ability to sponsor specific seminars/discussions/demonstration as approved by agency. Seminar not to be “sales” pitch, but educational in format.</p>	<ul style="list-style-type: none"> <li>• Minimum of 40 posts across multiple platforms (Facebook, Instagram, Pinterest)</li> <li>• Media mention where available</li> </ul>	Starting at \$1,000-\$10,000
<b>Show sponsor</b>	<p>Name/logo in ALL show advertising, marketing, social media and PR: “Brought to you by SHOW SPONSOR NAME”</p> <p>Signage at show stage and entrances</p> <p>Option to place supplied marketing materials at show entrances</p> <p>Ad on novihomeshows.com</p>	<ul style="list-style-type: none"> <li>• Minimum of 60 posts across multiple platforms (Facebook, Instagram, Pinterest)</li> </ul>	Starting at \$25,000

<b>Website advertising</b>	Web ad on novihomeshows.com. Exhibitor supplied web ad that links to business website or social media page. Ad supplied by advertiser.	\$300 per show \$1,000 per year
<b>Create your own sponsorship</b>	Have a sponsorship idea that would work perfectly for you and The Novi Home Show? Talk to us and we'll be glad to create a custom sponsorship!	Starting at \$1,000-\$10,000

**Analytics:**

Website visitors 299,358+; E-newsletter subscribers: 32,650+; Facebook: 5,169 followers

**Contact:**

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