



June 3 - 4 & 10 - 11, 2017
www.nolaPOH.org

Parade of Homes Sponsorship Opportunities

Sponsorship benefits may be negotiated. Please contact Lauren Galliano at 504.837.2700 or lauren@home-builders.org.
 www.nolaPOH.org had 8,223 unique visitors during the 2016 Parade of Homes campaign.

Presenting Sponsor (Limit 1, Members Only)..... \$6,000

- Full Page Ad in Guidebook
- Logo on Cover
- Distribution of Materials in every home during the Parade of Homes
- Logo Link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Supporting Sponsor \$3,000

- Full Page Ad in Guidebook
- Logo link on Parade of Homes Webpage
- Company Name or Logo on all Press Releases and Promotional Materials

Map Sponsor (Limit 5, non-competing) \$1,000

- Logo on Map, and on all business locations, if applicable
- Logo link on Parade of Homes Webpage

Video Sponsor \$1,000

Builder videos gained 112,536 new views during the 2016 Parade of Homes campaign.

- Logo on Intro of all Builder Promo Videos
- Option to Contribute Approved Content to Videos

Online Advertising

Parade goers get a sneak preview at most of the houses by checking out our social media. Be a part of that action by getting your ad on our social media outlets. HBAGNO will post your message for all our followers to see & share. Message will be posted to Facebook and Tweeted. All posts subject to approval by HBAGNO. Choose any date May 29-June 11. Throughout the 2016 Parade of Homes, HBAGNO's Facebook page received 217,022 impressions by 150,656 unique visitors.

Facebook(M-F) \$50/post
 (Sat-Sun) \$75/post