



SPONSORSHIP OPPORTUNITIES

The Capital Region Parade of Homes is a self-guided tour of new construction homes from award-winning builders. The very popular event draws thousands of potential buyers interested in new construction and home design trends. Sponsors benefit from months of pre-event promotion and an onsite presence with both attendees and builder participants.

Featuring: Amedore Homes, Bella Home Builders, Bisailon Custom Builders, C & J Custom Builders, Erik Kohler Homes, Luizzi Companies and Michaels Group Homes.

Level	Platinum	Gold	Silver	Bronze	Stone
Investment	\$4,500	\$3,000	\$1,500	\$750	\$500
Website & app	Logo	Logo	Logo	Name	Name
Parade magazine ad	Full	Half	Quarter	One-sixth	-
Magazine sponsor page	Logo	Logo	Name	Name	Name
Recognition in broadcast & print ads	✓	-	-	-	-
Recognition on Parade tickets	✓	-	-	-	-
Email recognition	Banner ad	Logo	Name	Name	Name
Social media	Two posts with graphic	One post with graphic	One post with logo	Text only post	Category sponsor text post
Parade tickets	10	6	4	4	4
Awards Celebration tickets	2	1	-	-	-

* EXCLUSIVE SPONSORSHIP OPPORTUNITIES AT THE AWARDS CELEBRATION

Awards Night - \$2,500

Welcome guests from the podium and hand out awards

Drink Ticket - \$2,000

Treat each guest to a free drink. Recognized with logo on tickets and bar signage.

Signature Drink - \$750

Choose ingredients and name the night's signature drink. Logo recognition at the bar.

Reserve your sponsorship at CRBRA.com/Parade.

Sponsorships are available on a first-come, first-served basis. When you reserve your sponsorship, you'll have the option to pay online by credit card (with a 3% additional fee) or select "Bill Me Later" to mail a check to CRBRA.

Questions? Contact Kristen Egelston at kristen@crbra.com or 518.579.0066.



SPONSOR MATERIALS

Thank you for committing to sponsor the 2023 Capital Region Parade of Homes! We appreciate your support. Your sponsorship entitles you to a number of pre-event promotion and an onsite presence with both attendees and participating builders. Following are the items and specifications for the materials we need from you to promote your sponsorship. Please submit to Kristen Egelston at kristen@crbra.com.

1. High-resolution **logo** (300 dpi) in EPS and JPG formats.
2. Print-ready **magazine ad** due by **Wednesday, May 10, 2023**.
 - Ad must be a print-ready, high resolution (300 dpi) file in the proper size (specs below).
 - PDF or EPS formats preferred; High-resolution JPG acceptable.
 - CMYK color format
3. Content for **social media** post(s) on the Capital Region Parade of Homes Facebook and Instagram pages.
 - 50-words or less message.
 - If your sponsorship level includes a graphic, please submit graphics per each platform's specs.
 - Facebook: 940 x 788 pixels; Instagram: 1080 x 1080 pixels

Ad Size	Specs
Full (Bleed)	8.75" x 11.25"
Full (no bleed)	7.5" x 10"
Half	7.5" x 4.75"
Quarter	3.5" x 4.75"
One-sixth	3.5" x 3.08"

Frequent issues to avoid:

- No bleed. If your full-page ad has color or imagery that goes to the edge of the page, you must include bleeds.
- Ads submitted with text too close to the edge.
- Ads submitted in the wrong size.
- Misspelling or typographical errors. It is the advertiser's responsibility to proof their ad before submitting.
- Using low-resolution photos or artwork downloaded from the Internet. In addition to being poor quality, these images may also be copyrighted. The publisher and CRBRA are not responsible for images obtained this way.

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