

CENTRAL WASHINGTON
TOUR of
Homes[™]
presented by



Yakima & Kittitas

Tour of Homes[™]:

Sat/Sun, September 9 & 10, 10 AM – 4 PM

Sat/Sun, September 16 & 17, 10 AM – 4 PM

Chefs on Tour[™]:

Wednesday, September 13 4 - 9 PM

Appreciation & Awards Event:

Thursday, September 7

Other Important Dates

| | |
|---------|--|
| May 31 | Early Bird Rate Ends |
| June 15 | Registration & Payment Due |
| July | Event Promotion Photography & Filming |
| July 28 | Final Sponsor Proof Approval Deadline for Tour Magazine/Website |

Event Series Sponsorships

~~\$15,000~~ **SOLD**
Presenting Sponsor (1)

\$7,500
Partnering Sponsors (3)

\$5,000
Supporting Sponsors (5)

\$3,000
Connecting Sponsors (3)

\$1,000
Energy Sponsors (3)

\$100 Per Vehicle
Auto Sponsor

Chefs on Tour[™]

\$2,500 Chefs Pass Sponsor

\$1,250 Drinkware Sponsor

\$200 Each Branded Item Giveaway

**Tour of Homes[™] Appreciation &
Awards Event** (One Event Only)
Sponsorship Opportunities



~~PRESENTING SPONSOR (1)~~

\$15,000

SOLD

SPONSOR BENEFITS

Paid Advertising

- ◆ Logo added to ALL uses of event graphic for 2023 events — event promotion materials, printed media, advertisements, press releases.
- ◆ All mentions of event named as “(Event) presented by...” — event radio & video promotional materials, advertising.
- ◆ Direct page mention & tagged in all event social media advertising.
- ◆ Logo included on all event promotion display ads & digital, audience-targeting efforts.

CWHBA Communications

- ◆ Logo & direct site hyperlink in all Punchlist weekly newsletter event promotions.
- ◆ 1-Page ad included in September quarterly Home Builder digital web post & other internal event communications to membership & participants.
- ◆ Acknowledgement on the CWHBA electronic reader board along Nob Hill Blvd.

HOME Resource & Buyers Guide

- ◆ Full 2-Page color advertisement or ad/article combo featured in the HOME Resource & Buyers Guide, Tour of Homes™ edition.
- ◆ Exclusive logo on builder pages within the event feature.
- ◆ Logo on Tour of Homes™ overview maps, including company locations.

CWHBA Tour Homes™ Website

- ◆ Logo listed prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- ◆ Fixed logo on ALL 2023 Tour of Homes™ pages & features.
- ◆ Company ad or story showcased.
- ◆ Complimentary listing to feature promotional offer, giveaway or discount offered to the public.

In-Person Home & Ticket Station

- ◆ First selection of “Builder Buddy” ticketing & welcome station at available tour homes.
 - ◆ Decorate greeter station with company décor, swag & promotional items.
 - ◆ Welcome guests, collect/sell tickets, represent CWHBA and serve as an industry expert.
- ◆ Logo/Name on event promotional signage.
- ◆ Sponsor recognition in each home.

Other Items Included

- ◆ 20 Tickets to Chefs on Tour™
- ◆ 10 Tickets to the Appreciation & Awards Event
- ◆ Premium fixed ad placement throughout the Tour of Homes™ app, with inclusion in digital ticketing page.
- ◆ Exclusive rights to display promotional materials at the CWHBA office.



PARTNERING SPONSORS

(3) \$7,500

SPONSOR BENEFITS

Paid Advertising

- ◆ Logo added secondary on event graphic for promotion materials, printed media, advertisements, press releases.
- ◆ Mentioned in radio & video promotional materials & advertising.
- ◆ Direct page mention & tagged in event social media advertising.

CWHBA Communications

- ◆ Logo & direct site hyperlink in all Punchlist weekly newsletter event promotions.
- ◆ 1/4-pg ad in September quarterly Home Builder digital web post.
- ◆ Acknowledgement on the CWHBA electronic reader board along Nob Hill Blvd.

HOME Resource & Buyers Guide

- ◆ Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- ◆ Logo listed prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- ◆ Fixed & hyperlinked logo on main 2023 Tour page.
- ◆ Complimentary listing to feature promotional offer to the public.

In-Person Home & Ticket Station

- ◆ Second selection of “Builder Buddy” ticketing & welcome station at available tour homes.
 - ◆ Decorate greeter station with company décor, swag & promotional items.
 - ◆ Welcome guests, collect/sell tickets, represent CWHBA & serve as an industry expert.
- ◆ Sponsor recognition in each home.

Other Items Included

- ◆ 4 Tickets to Chefs on Tour™
- ◆ 6 Tickets to the Appreciation & Awards Event

SUPPORTING SPONSORS

(5) \$5,000

SPONSOR BENEFITS

Paid Advertising

- ◆ Named in promotion materials, printed media, press releases.
- ◆ *Rotating* page mention & tag in event social media posts & events.

CWHBA Communications

- ◆ Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- ◆ Business card (2”x3”) ad in September quarterly Home Builder digital web post.

HOME Resource & Buyers Guide

- ◆ Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- ◆ Named prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- ◆ Fixed & hyperlinked logo on main Tour page.

In-Person Home & Ticket Station

- ◆ Third selection of “Builder Buddy” ticketing & welcome station at available tour homes.
 - ◆ Decorate greeter station with company décor, swag & promotional items.
 - ◆ Welcome guests, collect/sell tickets, represent CWHBA & serve as an industry expert.
- ◆ Sponsor recognition in each home.

Other Items Included

- ◆ 4 Tickets to Chefs on Tour™
- ◆ 4 Tickets to the Appreciation & Awards Event

EVENT SERIES

CONNECTING SPONSOR (3) \$3,000

SPONSOR BENEFITS

Paid Advertising

- ◆ Named in promotion materials, printed media, press releases.
- ◆ *Rotating* page mention & tag in event social media posts & events.

CWHBA Communications

- ◆ Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- ◆ Business card (2"x3") ad in September quarterly Home Builder digital web post.

HOME Resource & Buyers Guide

- ◆ Logo on event introduction page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- ◆ Named prominently on CWHBA.org homepage event banner, social media event pages & profiles.
- ◆ Fixed & hyperlinked logo on main Tour of Homes™ page.

Other Items Included

- ◆ 2 Tickets to Chefs on Tour™
- ◆ 2 Tickets to the Appreciation & Awards Event

ENERGY SPONSOR (3) \$1,000

SPONSOR BENEFITS

In-Person Home & Ticket Station

- ◆ Logo displayed at service homes featured on the Tour of Homes™.

CWHBA Communications

- ◆ Direct page mention & tagged in event social media posts & unique posts.
- ◆ Logo on event introduction page and on service homes in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour of Homes™ Website

- ◆ Fixed, hyperlinked logo on main 2023 Tour page.
- ◆ Complimentary listing to feature promotion offered to the public.

Other Items Included

- ◆ 2 Tickets to Chefs on Tour™
- ◆ 2 Tickets to the Appreciation & Awards Event

AUTO SPONSOR \$100 Per Vehicle

SPONSOR BENEFITS

In-Person Events

- ◆ **EXCLUSIVE** vehicle parked at in-person Tour of Homes™ event, with dealership signage.

CWHBA Tour Website

- ◆ Fixed, hyperlinked logo on main 2023 Tour of Homes™ page.
- ◆ Complimentary listing to feature promotion offered to the public.



REGIONAL EVENTS: CHEFS ON TOUR™

DRINKWARE SPONSOR \$1,500

SPONSOR BENEFITS

In-Person Home & Ticket Station

- ◆ Exclusive Logo etched or printed on take-home drinkware for Chefs on Tour™.

CWHBA Communications

- ◆ Unique social media post acknowledging contribution to the event.
- ◆ Direct page mention & tagged in event Chefs on Tour™ social media posts.

HOME Resource & Buyers Guide

- ◆ Logo on Chefs on Tour page in HOME Resource & Buyers Guide, Tour of Homes™ edition.

CWHBA Tour Website

- ◆ Complimentary listing to feature promotion offered to the public.

Other Items Included

- ◆ 2 Tickets to Chefs on Tour™
- ◆ 2 Tickets to Appreciation and Awards Event

GIVEAWAY ITEM \$200 Each

SPONSOR BENEFITS

In-Person Events

- ◆ Branded giveaway item (sponsor-provided) to be added to take-home items in a "swag bag" given to the in-person Chefs on Tour™ attendees.

CWHBA Tour of Homes™ Website

- ◆ Complimentary listing to feature promotion offered to the public.

SUGGESTED ITEMS

- ◆ Bottle Openers
- ◆ Cork Screws
- ◆ Bottle Stoppers
- ◆ Insulated Drink Koozies
- ◆ Swag Bag
- ◆ Cutting Boards
- ◆ Wine Charms

CHEFS PASS SPONSOR \$2,500

SPONSOR BENEFITS

In-Person Home & Ticket Station

- ◆ Exclusive Logo printed on take-home lanyards (sponsor-provided).
- ◆ Logo printed on Chefs on Tour™ Pass.
- ◆ Logo Displayed at Chefs on Tour™ check-in table.

CWHBA Communications

- ◆ Unique social media post acknowledging contributions to event.
- ◆ Direct page mention & tagged in Chefs on Tour™ event social media posts.
- ◆ Name & direct site hyperlink in September Punchlist weekly newsletter for Chefs on Tour™ promotion.

HOME Resource & Buyers Guide

- ◆ Logo on Chefs on Tour™ page in HOME Resource & Buyers Guide, Tour of Homes Edition.

CWHBA Tour Website

- ◆ Complimentary listing to feature promotion offered to the public.

Other Items Included

- ◆ 4 Tickets to Chefs on Tour™.
- ◆ 2 Tickets to Appreciation and Awards Event

APPRECIATION & AWARDS EVENT

PRESENTING SPONSOR \$2,500

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo sign posted on event stage, with opportunity to decorate stage with company branding.
- ◆ Opportunity to provide branded (sponsor-provided) giveaway items or swag.
- ◆ Introduction at event with opportunity to address attendees.
- ◆ Logo prominently placed on placemats
- ◆ 4 Tickets to the Appreciation & Awards Event

CWHBA Communications

- ◆ Named & direct hyperlink in all Punchlist weekly newsletter event promotions.
- ◆ Direct page mention & tagged in event social media posts.

CWHBA Tour of Homes™ Website

- ◆ Logo listed and hyperlinked on main 2023 Tour page
- ◆ Complimentary listing to feature promotional offer, give-away or discount offered to the public

GREETER SPONSOR \$500

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo sign posted at event check-in and mention to attendees.
- ◆ Opportunity to provide one branded (sponsor-provided) giveaway item.
- ◆ 2 Tickets to attend the Appreciation & Awards Event

DRINKWARE SPONSOR \$1,250

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo etched or printed on take-home drinkware (provided by sponsor) and mention to attendees
- ◆ Opportunity to provide one additional branded (sponsor-provided) giveaway item.
- ◆ 2 Tickets to attend the Appreciation & Awards Event

DESSERT SPONSOR \$500

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo sign posted at event and mention to attendees
- ◆ Opportunity to provide one branded (sponsor-provided) giveaway item.
- ◆ 2 Tickets to attend the Appreciation & Awards Event

CENTERPIECE SPONSOR \$500

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo sign posted at event and mention to attendees
- ◆ Opportunity to provide one branded (sponsor-provided) giveaway item.
- ◆ 2 Tickets to attend the Appreciation & Awards Event

APPRECIATION & AWARDS EVENT

BEVERAGE SPONSOR \$1,250

SPONSOR BENEFITS

Appreciation & Awards Event

- ◆ Exclusive logo sign posted at event check-in and mention to attendees.
- ◆ Opportunity to provide one branded (sponsor-provided) giveaway item.

CWHBA Communications

- ◆ Tagged in all posts regarding Appreciation & Awards Event

SPONSOR REGISTRATION

Sponsor Contact Information

Company Name _____ Phone Number _____
Contact Name _____ Email _____
Billing Address _____ City _____ State _____ Zip Code _____
Years in Industry _____ Years in Business _____ Specializes in _____
CWHBA Member since _____ Designations/Certifications _____

Sponsorship Level

Full Event Series Sponsorships

SOLD Presenting Sponsor (1) \$15,000
_____ Partnering Sponsor (3) \$7,500
_____ Supporting Sponsor (5) \$5,000
_____ Connecting Sponsor (3) \$3,000
_____ Energy Sponsor (3) \$1,000
_____ Auto Sponsor \$100 Each

Chefs on Tour™ Sponsorships

_____ Chef Pass Sponsor \$2,500
_____ Drinkware Sponsor \$1,500
_____ Giveaway Item Sponsor \$200

Appreciation & Awards Event Sponsorships

_____ Presenting Sponsor \$2,500
_____ Greeter Sponsor \$500
_____ Drinkware Sponsor \$1,250
_____ Dessert Sponsor \$500
_____ Centerpiece Sponsor \$500
_____ Beverage Sponsor \$1,250

Sign & Date

I agree to sponsor the above listed event and pay all monies due prior to the event.

Signature: _____ Date: _____

PAYMENT INFO **Note: a 3% fee will be added to all card payments**

_____ Bill Me _____ Credit Card _____ Check Enclosed

Name on Card _____ Exp. Date ____/____/____

Credit/Debt Card Number _____ Security Code: _____

Billing Address _____ City _____ State _____ Zip Code _____

Cardholder Signature _____ Date ____/____/____

APPENDIX A

Marketing Materials Checklist

The following items are needed from the Builder to create marketing & promotional materials for the Tour of Homes™ and will be used to create the pages of the tour magazine & CWHBA website catalog.

Please include the following:

- _____ Electronic company logo (Format: jpeg/png)
- _____ Company bio (Paragraph format, 100 words or less)
- _____ Social media Links (Go to each of your company social media sites, copy & paste the URL after the following sites: Facebook, Pinterest, Twitter, Instagram, LinkedIn, Houzz, Google+, YouTube)
- _____ Registration Form including all completed sections & agreements.

Send all Feature Documents and/or Inquiries to:

Shelly Parker, Events Director

sparker@cwhba.org

3301 W. Nob Hill Blvd., Yakima, WA 98902

Office: 509.454.4006 Fax: 509.454.4008

Alyssa Howe, Marketing & Communications Director

ahowe@cwhba.org

3301 W. Nob Hill Blvd., Yakima, WA 98902

Office: 509.454.4006 Fax: 509.454.4008