

RICHMOND Homearama

PRESENTED BY THE HOME BUILDING ASSOCIATION OF RICHMOND

SUMMER 2021 | SUMMER LAKE | CHESTERFIELD

MARKETING OPPORTUNITIES

There are many unique opportunities to join the 2021 Richmond HOMEARAMA. This exciting event will feature some of the area's finest builders in the community of Summer Lake. More than 10,000 attendees are anticipated. Consumers will enjoy stunning new model homes, special events, exhibits and much more.

SPONSORSHIP LEVELS

Presenting Sponsor.....	SOLD
Premium Sponsors	\$10,000
Welcome Sponsor	\$10,000
Real Estate Sponsor	SOLD
People's Choice Award Sponsor.....	\$5,000
Auto Dealer Sponsor.....	SOLD
Special Event Sponsors	\$2,500

PRINT ADVERTISING

Homearama Event Guide

Purchase a color ad in Richmond's HOMEARAMA Event Guide. This quality 8 3/8" x 10 7/8" magazine will be given free to more than 10,000 people who attend the show as well as area stores. The majority of these people attend to get ideas for new homes, remodeling, landscaping and decorating.

Premium Ad:	HBAR MEMBER	NON-MEMBER
Inside Front Cover	SOLD	—
First page	SOLD	—
Center Spread	SOLD	—
Inside Back Cover	\$2,300	\$2,650
Back Cover	SOLD	—
Full page	\$1,995	\$2,300
Half page	\$1,495	\$1,750



EXHIBITOR

Display and demonstrate your product or service to thousands of qualified prospects as they enjoy Richmond's HOMEARAMA. Set up a display center at the show (excludes developers & builders). Each exhibitor is provided one 6' table. Full details listed in exhibit agreement.

	HBAR MEMBER	NON-MEMBER
10'x10' Space:	\$1,600	\$2,100

TICKETS

Complete your HOMEARAMA marketing experience by giving tickets to your clients, prospects, vendors and employees. Online and gate price for general admission is \$10 and excludes Preview Party and Taste of RVA.

Save \$2 per ticket by purchasing increments of 20 tickets before **June 4**. Contact Shannon Amerson at samerson@hbar.org for discounted tickets.

SPONSORSHIP & ADVERTISING QUESTIONS?

Shannon Amerson: 804.282.0475
samerson@hbar.org

Shannon Londeree: 804.350.9289
shannon@atyourbeckandcall.com



RICHMOND Homearama

PRESENTED BY THE HOME BUILDING ASSOCIATION OF RICHMOND

SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$15,000

- Opportunity to set up a booth
- Recognition on site signage, print materials, website, and advertising
- 20 tickets to the Preview Party
- 45 General Admission tickets
- Inside front cover full page ad of Event Guide

PREMIUM SPONSOR: \$10,000

- Opportunity to set up a booth
- Recognition on site signage, print materials, and website
- 12 tickets to the Preview Party
- 30 General Admission tickets
- Full page ad in Event Guide

WELCOME SPONSOR: \$10,000

- Opportunity to provide carry bags with your logo for visitors entering the show.
- Opportunity to set up a booth
- Recognition on site signage, print materials, and website
- 12 Tickets to the Preview Party
- 30 General Admissions tickets
- Full page ad in Event Guide

OFFICIAL REAL ESTATE SPONSOR: \$10,000

- Opportunity to set up a booth
- Recognition on site signage, print materials, and website
- Facebook Live coverage every week during the show
- 12 tickets to the Preview Party
- 30 General Admission tickets
- Full page ad in Event Guide

PEOPLE'S CHOICE AWARD SPONSOR: \$5,000

- Recognition as "People's Choice Award Presented by Sponsor" on public calls for participation on website, emails and social media post
- Logo placement on People's Choice Award landing page on website
- Logo placement on People's Choice Award frames displayed at each Homearama house
- Opportunity to present the award to recipient via Facebook live
- 6 tickets to the Preview Party

AUTO DEALER SPONSOR: \$5,000

- Opportunity to park new cars in the driveways of each showcase home during the entire show
- Opportunity to have representation at the show
- Recognition on site signage, website, and printed materials
- 6 tickets to the Preview Party
- 15 General Admissions tickets

SPECIAL EVENT SPONSORS: \$2,500

- Opportunity to set up a booth during special event
- 10 Complimentary general admission tickets
- Recognition at special event and on print materials and website

**Preview Party Sponsors receive four tickets to event*

PROPOSED Special Events (*Special Ticket Price):

- Realtor Day - Thursday, July 8th
- Bubbles & Bowties Preview Party* - Thursday, July 8th
- Taste of RVA** - Thursday, July 15th
- Thirsty Thursday* - Thursday, July 22nd
- Weekend 1 - All American Weekend
- Weekend 2 - Summer Time Fun Weekend
- Weekend 3 - Brews, Tunes & BBQ Weekend

Sponsors can request a digital banner ad for their website or email signature promoting Homearama.

