

# RICHMOND Homearama

PRESENTED BY THE HOME BUILDING ASSOCIATION OF RICHMOND

SPRING 2023 | GREENGATE | HENRICO

## MARKETING OPPORTUNITIES

There are many unique opportunities to join the 2023 Richmond Spring HOMEARAMA. This exciting event will feature some of the area's finest builders in the community of GreenGate. More than 10,000 attendees are anticipated. Consumers will enjoy stunning new model homes, special events, exhibits and much more.

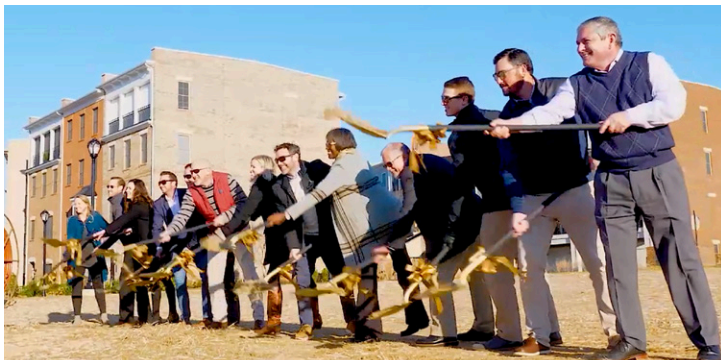
## SPONSORSHIP LEVELS

Presenting Sponsor . . . . .	<b>SOLD</b>
Real Estate Sponsor . . . . .	<b>SOLD</b>
Welcome Sponsor . . . . .	\$7,500
Premium Sponsor . . . . .	\$7,500
People's Choice Sponsor . . . . .	\$5,000
Auto Dealer Sponsor . . . . .	\$5,000
Preview Party Hospitality Sponsors . .	\$4,000
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	<b>SOLD</b>	—
First page	<b>SOLD</b>	—
Center Spread	\$3,000	\$3,450
Inside Back Cover	\$2,300	\$2,650
Back Cover	\$2,750	\$3,200
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 Spring HOMEARAMA. Set up a display center at the show (excludes developers & builders). There will be two exhibit spaces per home in each garage.

Each exhibitor is provided one 6' table. Full details listed in exhibit agreement.

	HBAR MEMBER	NON-MEMBER
10'x10' Booth:	\$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 **DATE**. 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®

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## SPONSORSHIP LEVELS

### PRESENTING SPONSOR: \$15,000

- Opportunity to set up a separate booth at show entrance
- 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

### OFFICIAL REAL ESTATE 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: \$7,500

- 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
- 10 Tickets to the Preview Party
- 30 General Admissions tickets
- Full page ad in Event Guide

### PREMIUM SPONSOR: \$7,500

- Opportunity to set up a booth or bring mobile show-room on site for entire show
- Recognition on site signage, print materials, and website
- 10 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 frames displayed at each Homearama house
- Opportunity to present the award to recipient
- 4 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

### PREVIEW PARTY HOSPITALITY SPONSOR: \$4,000

- Opportunity to set up a booth/table at Preview Party
- 6 Tickets to the Preview Party
- Recognition at food and bar tables, registration page, party invitations, print materials and website

### SPECIAL EVENT SPONSORS: \$2,500

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

*PROPOSED Special Events include Realtor Day, Taste of RVA, Weekend Events, and Thursday Concert Night.*

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

