

HBA Lake-Sumter

PARADE
of **HOMES**
2025

2025

Sponsorship
Opportunities

February 15 - February 23, 2025

Table of Contents

Page 1	Table of Contents
Page 2	About the Parade
Page 3	Important Dates
Page 4	Why Sponsor
Page 5	Premier Sponsor
Page 6	Diamond Sponsor
Page 7	Emerald Sponsor
Page 8	Sapphire & Ruby Sponsors
Page 9	Quartz Sponsor
Page 10	Sponsorship Opportunities
Page 11	Website Banner Ads
Page 12	Become a Sponsor Today



About The Parade

The Lake-Sumter Parade of Homes is back after a five-year hiatus, returning by popular demand on February 15 through February 23, 2025 to showcase the finest in local homebuilding. Set against the beautiful backdrop of Lake and Sumter Counties—known for their rolling hills, over 1,000 clear lakes, and stunning views—this event highlights not only exceptional craftsmanship but also the unique charm of our vibrant towns.

With 14 distinct communities, each offering its own historic downtown and local flavor, the Parade is your chance to explore the best of what this region has to offer. From lakeside retreats to the highest point in central Florida, the Lake-Sumter Parade of Homes is where architectural excellence meets the beauty of our natural surroundings.



Important Dates

Sponsorship Entry Deadline & All Materials Due

Friday, November 22, 2024 at 4:00 pm
(Add \$500 after this date IF time and space permits)

Morning Buzz at RALSC *(Realtor Association of Lake-Sumter Counties)*

Wednesday, January 15, 2025 at 9:00 am

Builders Breakfast

Thursday, January 23, 2025 at 9:00 am

Judging Day

Friday, February 7, 2025

Realtor Days Bus Tours

*Monday - Thursday, February 10-13, 2025

Awards Banquet

TBD - Thursday, February 13 or Friday, February 14, 2025

Virtual Entry Viewing Days at RALSC

Saturday, February 15, 2025 & Saturday, February 22, 2025



Why Sponsor

Becoming a sponsor of the 2025 Parade of Homes™ offers a unique opportunity to showcase your brand to a highly targeted audience of home buyers and industry professionals. With sponsorship levels ranging from the exclusive Title Sponsor to Premier, Diamond, Emerald, Sapphire, Ruby, Quartz, and Parade Partner options, there's a perfect fit for every business. Additionally, event sponsorships, such as the bar, Realtor Award, and People's Choice Award, provide targeted exposure during key moments of the Parade.

Sponsoring the Parade of Homes™ not only elevates your brand but also aligns you with excellence in home building and community development. Your brand will be prominently featured across multiple media channels, ensuring maximum visibility before, during, and after the event. Join us in making the 2025 Parade of Homes™ a standout success and position your company as an industry leader!



Premier Sponsor - \$12,500 *(Exclusive)*

Becoming the Premier Sponsor for the 2025 Parade of Homes™ is the ultimate way to position your company as the premiere partner of this prestigious event. As the Premier Sponsor, your brand will enjoy unparalleled visibility and exclusive opportunities to connect with builders, home buyers, and industry professionals. Here's what you can expect as the Premier Sponsor:

- **Prominent Logo Display:** Your logo will be prominently featured (large) on the home page of the Parade of Homes™ website and throughout the site with a link to your website till September 2025.
- **Rotating Banner Ad:** A rotating banner ad featuring your brand will be displayed on the website for 12 months.
- **Presented by Credit:** Receive a "Presented by" credit (text) on all virtual tours, ensuring continuous brand recognition.
- **Meet Our Sponsor Video/Photo:** A dedicated video or photo introduction of your company, that you choose will be shared on the Parade website, social media, and YouTube.
- **Multi-Media Advertising:** Extensive exposure across various media channels, including broadcast and digital advertising.

- **Post-Parade Advertising Coverage:** Continued brand recognition through post-parade advertising, ensuring your company remains top of mind.
- **Dedicated Social Media Posts:** Ten dedicated social media posts highlighting your company across various platforms.
- **Featured in Publicity:** Your large logo will prominently included in pre-parade, during the parade, and post-parade efforts. This includes placement on the official parade poster and other printed collateral.
- **Banquet Program & Presence:** Your logo will be included in the Awards Banquet program and/or on the back cover, with preferred seating location and a reserved table for 8 tickets. Your company name will be recognized from the podium, and you will have podium time to address attendees. Your logo will also be featured on the Awards Sponsor slide, and you will have the opportunity to display your products at the clubhouse during the banquet.
- **Realtor Days Involvement:** A representative from your company will ride the bus during Realtor Days, offering valuable networking opportunities, and you will be featured as a panelist and speaker at the Morning Buzz event.

This is your opportunity to shine as the leading sponsor of the 2025 Parade of Homes™, connecting your brand with the most influential builders, buyers, and industry leaders in the region.

Diamond Sponsor - \$9,000 *(3 Available)*

As a Diamond Sponsor, your brand will enjoy significant visibility and recognition throughout the 2025 Parade of Homes™. Benefits include:

- **Website Presence:** Small logo displayed on the Parade of Homes™ website homepage from December 2024 to September 2025.
- **Banner Ad:** Banner ad featured on the Parade of Homes™ website.
- **Awards Banquet Program:** Small logo included in the Awards Banquet Program.
- **Banquet Signage:** Company signage on a preferred table at the Awards Banquet, with 6 reserved tickets.
- **Podium Recognition:** Name recognition from the podium at the Awards Banquet.
- **Product Display:** Opportunity to display your product in the clubhouse during the banquet.
- **Video Spotlight:** Video spotlight created and shared on Parade of Homes™ social platforms.
- **Publicity & Social Media:** Featured in event publicity with a medium-sized logo, and in post-Parade advertising. This includes placement on the Official Parade Poster and other printed collateral and 5 social media promotions.



This sponsorship level ensures your brand stands out in front of a targeted audience, making it an excellent opportunity to showcase your company's commitment to excellence in the home building industry.

Emerald Sponsor - \$5,000 *(5 Available)*

The Emerald Sponsorship Level provides valuable exposure and engagement opportunities for your brand throughout the Parade of Homes™. Enjoy prominent online visibility and exclusive access to the Awards Banquet.

- **Publicity & Social Media:** Featured in event publicity and 3 social media promotions.
- **Medium Banner Ad:** Medium-sized banner ad displayed on the Parade of Homes™ website.
- **Website Logo Placement:** Small logo displayed on the Parade of Homes™ website from January to March.
- **Sponsors Page:** Logo with a link to your website featured on the Sponsors page.
- **Awards Banquet Seating:** 4 tickets with reserved seating at the Awards Banquet.
- **Product Display:** Opportunity to display your product at the clubhouse during the banquet.
- **Featured in Publicity:** Your logo will be included in pre-Parade, during the Parade, and post-Parade publicity efforts. This includes placement on the Official Parade Poster and other printed collateral.
- **Photo Spotlight:** Includes a photo spotlight featuring representatives from your company on our social media and website blog.



This level offers a great balance of digital presence and in-person recognition.

Sapphire Sponsor - \$2,500 *(5 Available)*

The Sapphire Sponsorship Level offers solid visibility and engagement opportunities during the Parade of Homes™. It includes:

- **Publicity & Social Media:** Featured in event publicity and one social media promotion.
- **Sponsors Page:** Clickable small logo with a link on the Sponsors page.
- **Website Banner:** Small rotating banner on the Parade of Homes™ website.
- **Homepage Logo:** Small logo with a link displayed on the Parade of Homes™ homepage during the event.
- **Awards Banquet Brochure:** Small logo included in the Awards Banquet brochure.
- **Banquet Seating:** 2 reserved tickets to the Awards Banquet.
- **Product Display:** Opportunity to display your product at the clubhouse during the banquet.

This level provides a range of digital and event-based exposure to enhance your brand's presence.

Ruby Sponsor - \$1,500 *(10 Available)*

The Ruby Sponsorship Level offers essential visibility and recognition during the Parade of Homes™. It includes:

- **Sponsors Page:** Logo displayed with a link on the Sponsors page.
- **Awards Banquet Brochure:** Logo included in the Awards Banquet brochure.
- **Publicity & Social Media:** Featured in group recognition post on social media.

This level provides key exposure across event materials and online platforms.

Quartz Sponsor - \$750 *(15 Available)*

The Quartz Sponsorship Level offers essential visibility and recognition during the Parade of Homes™. It includes:

- **Sponsors Page:** Your companies name displayed with a link on the Sponsors page.
- **Awards Banquet Brochure:** Your companies name included in the Awards Banquet brochure.
- **Publicity & Social Media:** Featured in group recognition post on social media.

This level provides key exposure across event materials and online platforms.

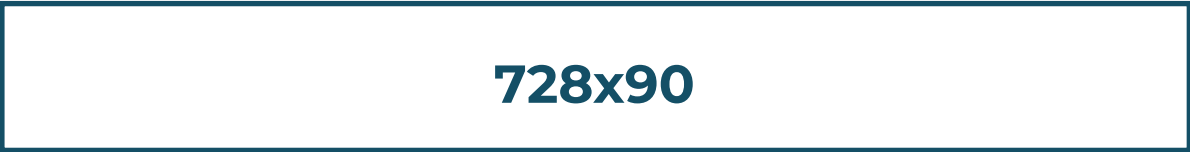


Sponsorship Opportunities

Choose your sponsorship level and enjoy exceptional visibility, engagement, and networking opportunities. Secure your spot today and be a part of the 2025 Parade of Homes™.

	Quartz	Ruby	Sapphire	Emerald	Diamond	Premier
Official Parade Poster	Text Only	Small Logo	Small Logo	Small Logo	Medium Logo	Large Logo
Website Banner Ad	X	300x250	728x90	160x600	160x600	970x250
Social Media Posts	1	1	1	3	5	10
Website - Home Page	X	Small Logo During Parade Only	Small Logo During Parade Only	Small Logo January - March	Medium Logo December - September	Large Logo December - September
Website - Sponsor Section	Text Only	Small Logo	Small Logo	Small Logo	Medium Logo	Large Logo
Produced Media	X	X	X	Photo	Video	Photos/Videos
Banquet Sponsor Recognition	X	X	X	✓	✓	✓
Award Banquet Tickets	X	X	2	4	6	8
Banquet Product Display	X	X	✓	✓	✓	✓
Cost	\$750	\$1,500	\$2,500	\$5,000	\$9,000	\$12,500

Website Banner Ads



Website Banner Ads Requirements

Please submit your website banner ad in jpg format to jason.glatt@romacfl.com

JPG File

Flattened
RGB Format
300 dpi

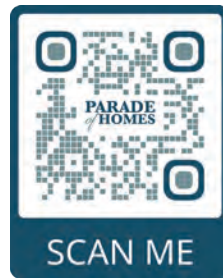
Canva Tips

Double check that your file size matches your ad specs before saving.
File Type: JPG Format
Quality: 100%

Become a Sponsor Today!

Step into the heart of Lake and Sumter County's vibrant community with the 2025 Parade of Homes™! Your sponsorship supports an event that brings together local builders, homeowners, and businesses in celebration of innovation and community spirit. By joining us, you not only enhance your brand's visibility but also contribute to the growth and unity of our beloved region. Become a sponsor today and help us make this year's Parade a true reflection of our shared pride and excellence!

To become a sponsor, simply visit www.lakesumterparadeofhomes.com/sponsorship-entry-form or scan the QR code provided. Secure your sponsorship today and make sure your company is part of this prestigious event!



Sponsorship Deadline:
November 22, 2024



www.lakesumterparadeofhomes.com



Contact Us

www.lakesumterparadeofhomes.com



Home Builders Association of Lake-Sumter

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