



THE BUILDING INDUSTRY ASSOCIATION
OF OKALOOSA & WALTON COUNTIES, INC.

2019 Parade of HOMES[®]

The 40th Annual Parade of Homes is scheduled for June 8th - June 16th. The annual Parade, presented by The Building Industry Association of Okaloosa & Walton Counties, is the most eagerly anticipated and successful residential construction and real estate event of the year. This 9-day extravaganza draws thousands of consumers to dozens of new homes built by some of the area's finest builders.

It is accompanied by an extensive media campaign which is anchored by a colorful Parade of Homes guidebook published and distributed by Homes & Land of the Emerald Coast Magazine. Response from Parade builders indicates that the event consistently draws serious, qualified buyers ready to purchase a Parade home or contract to have a home built at another site within 2 years.

If your customers are new home buyers...this is as targeted an audience as you are likely to find.

We have designed these packages to provide maximum value for your sponsorship dollars. We invite you to work hand-in-hand with some of the finest homebuilders in the area as they proudly showcase the industry's most outstanding products.

www.biaow.org---

A Good Place to Be!

In 2018, the BIA made extensive use of its website in promotion of the Parade. During the month of June, the site recorded more than 170,000 hits... An Average month is around 40,000 hits.

Join the Parade sponsors listed on the site and get your company's name out to all those Parade-goers!

Yes! I want to be a Sponsor of the 2019 Parade of Homes. Date: _____

Company: _____ Contact: _____

Address _____

City/State/Zip: _____ Phone: _____

Email Address: _____

Authorized Representative Signature: _____

Level of Sponsorship:
(please circle one)

App
\$5,000

Gold
\$2,500

Silver
\$1,000

Bronze
\$500

Please fax to the BIA at (850) 864-2037 or mail to:
1980 Lewis Turner Blvd., Fort Walton Beach, Florida 32547
jgf@biaow.org

Checks should be payable to: BIA. We accept Visa, MasterCard, Discover, and American Express

Thank you and we look forward to working with you!

(See Page 2 For More Information)

*Jeremy Stewart, Jeremy Stewart Construction
2019 Parade of Homes Committee Chair*

App Sponsorship ~

Limited to One Sponsor. Allows member sponsor to be listed as the First Time ever, Parade of Homes App Sponsor. Includes logo recognition on splash page of app when users sign on, as well as logo recognition in other areas of the app. Listed as the App sponsor on marketing for the Parade of Homes, including the Parade of Homes guide. Listed as App sponsor on Parade of Homes informational Facebook video, BUILD with the BIA (receives an average of 7,500 views per video). Link on BIA website with hyperlink to your company's website and recognition in all major sponsorship listings and recognition events. Four tickets to the exclusive Parade of Homes Awards Banquet. App Sponsor will be granted the use of "Parade Sponsor" in advertising. (\$5,000)

Gold Sponsorship ~

Includes logo and or business name in most print advertising and selected radio spots, website listing with hyperlink, and recognition in all major sponsorship listings and recognition events. This sponsorship also includes recognition on the billboards that will be placed around the area (This is dependent on making the artwork deadline of April 30th). Your Gold Level sponsorship includes dinner for two at the Parade of Homes Awards Banquet. Gold sponsors will be granted use of "Parade Sponsor" in advertising. (\$2,500)

Silver Sponsorship ~

Sponsors will be listed in sponsor recognition in the Parade of Homes guidebook and hyperlink on BIA website and included in select print, billboards, and radio advertising. Silver sponsors will be recognized at all Parade related events and will receive one free dinner at the exclusive Parade of Homes Awards Banquet. Silver sponsors will be granted use of "Parade Sponsor" in advertising. (\$1,000)

Bronze Sponsorship ~

Will be listed in Sponsor Recognition section of the Parade of Homes Guide. They will be recognized at all Parade related events and may use "Parade Sponsor" in their advertising. (\$500)