



2017 Home Show Sponsorship Opportunities

The **Howell Area Chamber of Commerce** hosts the **Livingston County Home & Garden Show, April 7-9, 2017**, at the Howell High School, located at 1200 West Grand River. This event is the premier showcase opportunity for the home improvement industry in Livingston County. Our show connects with thousands of loyal guests year after year.

The Sponsorships offered below are opportunities to increase your visibility with a home show that has been around for 53 years and still running strong.

Note: To become a sponsor of the Livingston County Home & Garden Show you must be a member of the Howell Area Chamber of Commerce. You can become a member by contacting Kim Esper our Membership Director and she will gladly assist you in becoming a member. 2016 Home Show Sponsors have first right of refusal for 2017 Home Show Sponsorships.

Major Sponsor \$3,500:

_____ **Initial**

- Company name included in all radio and/or television ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on print marketing material (15,000 flyers, 125 yards signs, etc.) promoting the Home & Garden Show throughout Livingston County
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page
- Company name/logo included in the Home & Garden Show Guide published by the Livingston County Daily Press & Argus
- A 10' x 10' booth on the main floor of the show
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
- Company name included in hourly announcements made during the show
- Company name/logo included in all press releases sent to media in and beyond Livingston County
- Company name/logo included in "Chamber Advantage", (chamber's weekly newsletter) about the Home & Garden Show and Taste of Livingston
- Ten general admission tickets to the home show for your customers/employees
- Fifty Taste of Livingston county tickets to give to customers or employees to enjoy food samplings from area restaurants participating in the Taste venue
- Complete list of exhibitors and contact information
- 1st Right of refusal for 2018 show as a major sponsor

Media Sponsor \$3,500 (Trade for in-kind promotional services):

_____ Initial

- Company name included in all radio and/or television ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on print marketing material (15,000 flyers, 125 yards signs, etc.) promoting the Home & Garden Show throughout Livingston County
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page
- Company name/logo included in the Home & Garden Show Guide published by the Livingston County Daily Press & Argus
- A 10' x 10' booth on the main floor of the show
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
- Company name included in hourly announcements made during the show
- Company name/logo included in all press releases sent to media in and beyond Livingston County
- Company name/logo included in "Chamber Advantage", (chamber's weekly newsletter) about the Home & Garden Show and Taste of Livingston
- Ten general admission tickets to the home show for your customers/employees
- Fifty Taste of Livingston county tickets to give to customers or employees to enjoy food samplings from area restaurants participating in the Taste venue
- Complete list of exhibitors and contact information
- 1st Right of refusal for 2018 show as a major sponsor

Show Bag Sponsor \$1,500

_____ Initial

- Company name/logo and advertisement printed in color on 1-side of 1,000 show bags w/plastic handles (size 11" x 15"). The other side will be printed with the Livingston County Home Show logo
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page

Ticket Sponsor \$850 (Trade for logo/coupon/ad on back of ticket stub)

_____ Initial

- Company name and coupon printed on back of 4,000 admission ticket stubs (size 3" x 2")
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page

Kids' Zone Sponsor \$500 ea. (3 available - Friday, Saturday or Sunday)

_____ Initial

(Free entertainment provided for children in balcony area – entertainment TBD)

- Company name listed on banner/signage in the kids entertainment area on sponsored day
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page
- 10 complimentary Home Show tickets and 10 complimentary Taste of Livingston tickets

Greeting Sponsor \$500 ea. (3 available - Friday, Saturday or Sunday)

_____ Initial

- A total of two people from your company get to welcome attendees to the home show and hand out your company's literature near entrance(s) of the show
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page

Coffee Sponsor \$350

_____ Initial

(Free coffee will be available at the concession stand for all home show exhibitors)

- Company name listed on signage at the concession stand
- Company name/logo on the Livingston County Home & Garden website, with link to company's home page

If you have any questions about Home Show sponsorship opportunities, please contact Brenda Barone at 517.546.3920, or bbarone@howell.org.

To confirm your acceptance of these sponsorship terms, please initial above next to the sponsorship of choice, sign below and fax to Brenda at 517.546.4115.

(Print) Authorized Signature

(Sign) Authorized Signature

Date



Taste Sponsorship Opportunities - Home Show

The **Howell Area Chamber of Commerce** hosts the Taste of Livingston County, held the Saturday of Home Show weekend. This event is one of the most popular attractions at the Home Show and showcases the best restaurants and caterers in the area. The restaurants prepare their specialties, and tickets are sold to the general public for a “taste” - a sample of the restaurant’s fare. The money raised is used by the chamber to help support community events and projects.

Each year thousands of tastes are sold and enjoyed by Livingston County residents, show visitors, area business owners and community leaders.

Note: To become a sponsor of the Livingston County Home & Garden Show you must be a member of the Howell Area Chamber of Commerce. You can become a member by contacting Kim Esper our Membership Director and she will gladly assist you in becoming a member. Taste of Livingston 2016 Sponsors have first right of refusal for 2017 Taste of Livingston Sponsorships.

Taste – Premier Sponsor - \$1,500:

_____ **Initial**

- Affiliation with a well known, well established event that serves your needs by reaching the Livingston County consumer market at all income levels
- Company Name/Logo included in all advertisements with the Livingston County Daily Press & Argus newspaper, WHMI 93.5FM radio and The Marketeer as the premier Taste Sponsor.
- Company Name/Logo as Taste sponsor in the Home Show newspaper supplement distributed through the Livingston County Daily Press & Argus to over 20,000 area homes and businesses and also distributed at the home show entrance throughout the entire weekend.
- Company Name/Logo included on 15,000 Home Show flyers dispersed throughout and beyond Livingston County
- Company Name/Logo on the Home Show/Taste website, with a link to your company website
- Company Name/Logo included in all Taste press releases sent to media in and beyond Livingston County
- Two Company Name/Logo banners prominently displayed at Taste venue (one inside, one outside - banners to be provided by Beauchamp)
- Company Name/Logo on approximately 2,000 Taste of Livingston menus distributed through the Livingston County Home Show and at Taste participating restaurants
- Company Name/Logo on applications distributed to area restaurants inviting them to participate in the Taste of Livingston
- A space at Taste of Livingston to promote company’s products and to distribute literature, coupons, handouts and/or sell memberships - connect with thousands of area residents within your target area
- Eight complimentary admission tickets to the Livingston County Home Show and eight complimentary strips of Taste tickets for your customers and/or employees
- Company Name/Logo on table cards
- An opportunity to make a connection with other area restaurateurs’ and expose them to your company’s products they might utilize

Taste Carryout Container - \$500:

_____ **Initial**

- Company name/logo exclusively on all carryout containers
- Tent cards including your company name/logo at Chamber booth on Friday, Saturday and Sunday of Home Show
- Tent cards including your company name/logo at Taste ticket tables
- Company name/logo included on Taste menu
- Company name/logo included on the Home Show/Taste website with a link to your company website
- One banner, provided by you, to be displayed during the Taste

Taste Bronze - \$250:

_____ **Initial**

- Tent cards including your company name/logo at Taste ticket tables
- Company name/logo included on the Home Show/Taste website

If you have any questions about Taste of Livingston County sponsorship opportunities, please contact Karla Holda at 517.546.3920, or kholda@howell.org . To confirm your acceptance of these sponsorship terms, please initial above next to the sponsorship of choice, sign below and fax to Karla at 517.546.4115.

(Print) Authorized Signature

(Sign) Authorized Signature

Date