



# 2018 Home Show Sponsorship Opportunities

The **Howell Area Chamber of Commerce** hosts the **Livingston County Home Show, March 9-11, 2018**, 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 55 years and still running strong.

*Note: To become a sponsor of the Livingston County Home Show you must be a member of the Howell Area Chamber of Commerce. You can become a member by contacting the Howell Area Chamber of Commerce. 2017 Home Show Sponsors have first right of refusal for 2018 Home Show Sponsorships.*

## **Major Sponsor \$3,500:**

\_\_\_\_\_ **Initial**

- Company name included in radio and/or television ads
- Company name included on billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- A 10' x 10' premium 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 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 Show and Taste of Livingston
- Ten complimentary general admission tickets to the home show for your customers/employees
- Fifty complimentary 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
- 1<sup>st</sup> Right of refusal for 2019 show as a major sponsor

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

\_\_\_\_\_ **Initial**

- Company name included in radio and/or television ads
- Company name included in billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County

- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- A 10' x 10' premium 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 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 Show and Taste of Livingston
- Ten complimentary general admission tickets to the home show for your customers/employees
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- Complete list of exhibitors and contact information
- 1<sup>st</sup> Right of refusal for 2019 show as a major sponsor

**Mobile Ad Sponsor \$1,850** \_\_\_\_\_ **Initial**

- Your company name/logo and booth number advertised on various mobile phone apps with over 100,000 impressions
- A 10'x10' booth
- Company name/logo on the Livingston County Home Show website, with link to company's home page

**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 Show website, with link to company's home page

**Ticket Sponsor \$850** \_\_\_\_\_ **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 Show 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 Show website, with link to company's home page
- 10 complimentary Home Show tickets and 10 complimentary Taste of Livingston tickets

**Greeter 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 Show 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 Show 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](mailto: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